



For Immediate Release

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OVER 33,000 BEATLES FANS “COME TOGETHER”
Abbey Road on the River Attendance Up 30% Despite Down Economy
Festival Generates Estimated \$3 Million for Local Economy

Louisville, KY – The Courier-Journal.com’s Abbey Road on the River reached its highest attendance since the festival came to Louisville, Kentucky five years ago, reporting over 33,000 attendees, breaking last year’s record of 25,000. The Louisville Convention and Visitors Bureau estimates the Beatles tribute festival had a \$3 million economic impact for the city. Event organizer Gary Jacob says he hopes to bring the festival back to Louisville in 2010, but his decision depends largely upon the festival’s ability to attract corporate sponsorships.

“Corporate sponsorships are down ninety percent since we moved the event to Louisville from Cleveland in 2005,” says Jacob. “We love the venue and the fan support here in Louisville, but we must secure corporate sponsorships in order to commit the festival’s return to Louisville in 2010.”

The five days of peace, love and rock and rock, featuring over 65 of the world’s most accomplished Beatles and 60’s era bands, was held in Louisville for its fifth consecutive year, May 21 – 25, 2009, at the Belvedere Festival Park and Galt House Hotel & Suites. This year included a \$10,000 grand prize singing contest, the premiere of the play “The Day The Beatles Met,” a tribute to the “Abbey Road” and The Who’s “Tommy” albums, and a twelve-hour-a-day schedule of renowned musicians from all over the world.

This year’s Abbey Road on the River was supported in part by The Courier-Journal, Courier-Journal.com, The Galt House Hotel & Suites, Republic Bank, Coors Light, the Louisville Convention and Visitors Bureau, 107.7 WSFR, and 91.9 WFPK.

For more information, visit www.abbeyroadontheriver.com.

PHOTOS AVAILABLE UPON REQUEST

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