

# CITY OF SOUTHAVEN

*Top of Mississippi*  
Office of the Mayor

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MAYOR



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## PRESS RELEASE

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FOR IMMEDIATE RELEASE  
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The City of Southaven will celebrate 37 Years of Southaven by hosting Southaven Springfest 2017. Springfest will be held April 25th through April 29th at Snowden Grove Park. Our barbecue contest at Springfest has been a long-standing tradition for our city, and it is bigger and better as we are again hosting a dual-sanctioned event. Come join in the fun and celebrate Southaven's 37th Birthday!

Awesome entertainment is lined up this year at the BankPlus Amphitheater at Snowden Grove! On Friday night, our opening act, ***UNDER THE RADAR*** will perform. They have proven to be a fan-favorite, and they will gladly carry the torch for the next generation of rock fans! We are also very excited to welcome our headliner for the evening, 90's alternative stars, ***BETTER THAN EZRA*** to Southaven Springfest! The New Orleans-based trio helped open the floodgates for countless alt-pop acts of the late '90s. Originally formed in 1988 as a roots rock outfit with slight elements of country and punk, the group's first incarnation consisted of four college students from Louisiana State University. The band's early performances were expectedly held around colleges and fraternity houses, and their debut cassette-tape recording, 1990's "Surprise", received positive press and comparisons to such alt-punk stalwarts as ***The Replacements*** and ***Dinosaur Jr.*** They have been selling out venues across the country since forming at Louisiana State University in 1988 where the band started touring on the Southern college circuit. They quickly became a staple in the '90s pop/rock scene with their hits "Good," "Desperately Wanting" and "At the Stars." The single "Good" went Platinum in the United States and reached number 30 on *Billboard's* Top 100. They released the critically acclaimed "Closer", followed by "Before the Robots", and the latter featured the hit "Juicy," licensed by several commercials and brands and was featured in the promotional advertisements for the popular ABC television series "Desperate Housewives".

On Saturday night, opening for us is Mississippi's own ***JORDAN ALLENA!*** She has appeared in music videos and on TV in the popular show "Vampire Diaries." We are very excited to have her and also to announce our headliner, the multi-faceted entertainer, ***CRAIG MORGAN!*** He has made a name for himself as a country music icon, TV host, celebrated outdoorsman, and patriotic Army veteran. One of country music's best-loved artists, the Black River Entertainment artist thrills massive crowds with signature hits, including "Bonfire," "Almost Home," "Redneck Yacht Club," "International Harvester," "This Ole Boy," "Wake Up Loving You" and the six week #1, "That's What I Love About Sunday." Morgan's new album, "A Whole Lot More To Me", featuring singles "I'll Be Home Soon" and "When I'm Gone," was released June 3rd by Black River Entertainment. Craig received one of country music's highest honors when he was inducted as a member of the Grand Ole Opry in 2008. In addition to a prolific country music career, he hosts the award-winning TV show "Craig Morgan: All Access Outdoors," now in its seventh season on the Outdoor Channel. Prior to becoming a country music star and TV sensation, Morgan spent seventeen years serving our Country in the Army and Army Reserves. He is an avid supporter of America's military personnel and a recipient of the 2006 USO Merit Award.

Springfest will once again host the Mississippi State Barbecue Championship, dual-sanctioned by the Memphis Barbecue Network and the Kansas City Barbeque Society. It will also host a Youth Cooking Competition for boys and girls, 6 to 16 years of age. Springfest also features an extraordinary Carnival Midway including awesome thrill rides! We offer a variety of Kiddie, Major, and Spectacular Amusement Rides, Carnival games, and the most delicious fair fare favorites!

“Wristband Nights” are Tuesday, Wednesday and Thursday. The Carnival Midway opens at 4:00 p.m. on Tuesday, Wednesday & Thursday with free admission at the gate, and \$20 Carnival Wristbands for unlimited rides will be for sale in the carnival area.

Admission at the gate is free before 12:00 p.m. noon on Friday and Saturday.

After 12:00 p.m. noon, the admission cost is as follows:

Free - 10 years & under

\$10.00 - 11 years & up

\*Concerts are included in admission\*

For detailed information, please visit our website at [www.southaven.com](http://www.southaven.com) or contact Kristi Faulkner at [kfaulkner@southaven.org](mailto:kfaulkner@southaven.org) or call 662.393.6939.

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