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MerleFest Media Contacts:

Judy McDonough, Publicist: 615-243-5994 or mcdonoughmedia1@yahoo.com

Amber Herman, WCC Public Information Officer: 336-838-6292 or amber.herman@wilkescc.edu

RANDY TRAVIS ADDED TO MERLEFEST 2011

Addition to festival lineup comes as box office prepares to open on November 9

WILKESBORO, N.C. (November 8, 2010)--Randy Travis - whose distinctive baritone and traditional style in both country and gospel music have garnered critical acclaim, numerous awards and legions of fans across the globe - has been added to the lineup of artists performing at MerleFest 2011. The Grammy-winning superstar - who, like fellow Grammy winner Doc Watson, is a North Carolina native - has long been a favorite of the festival's esteemed host. In fact, it was at Watson's request that an invitation be extended to Travis to perform at MerleFest.

This addition to MerleFest 2011 comes just as the box office prepares to open for ticket sales on Tuesday, November 9, at 2:00 p.m. EST. Ticket purchases can be made on the web at www.merlefest.org or by calling 1-800-343-7857. MerleFest 2011, presented by Lowe's, will celebrate its 24th year from April 28 - May 1, 2011.

Beginning this year, fans who purchase tickets online now also have an "e-ticket" option. Once MerleFest 2011 tickets are purchased online, tickets are available for the purchaser to print from any printer.

Additional information about the e-ticket option is available at www.merlefest.org.

With over 90 artists performing on 14 stages during the course of the event, MerleFest is an entertainment value. An early bird ticket discount is available through March 13, 2011. A complete list of confirmed performers is available at www.merlefest.org. Additionally, up-to-the-minute information about the festival can be obtained through the festival's e-newsletter and through Facebook and Twitter.

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MerleFest was founded in 1988 in memory of Eddy Merle Watson as a fundraiser for Wilkes Community College Endowment Corporation and a celebration of “traditional plus” music. Scheduled for April 28 – May 1, 2011, the event is held on the campus of Wilkes Community College in Wilkesboro, North Carolina.

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