## Wilkes Community College's MerleFest Music. Moments. Memories.™

ON THE CAMPUS OF WILKES COMMUNITY COLLEGE, WILKESBORO, NC

## The North Carolina Bluegrass Pavilion will celebrate the rich history of music and culture in The Tar Heel State

The Pavilion will feature a wide variety of North Carolina artists/performances, activities, exhibits and products

WILKESBORO, N.C. (July 8, 2013) — North Carolina's **MerleFest**, presented by Lowe's and considered one of the premier music festivals in the country, will partner with **The Mast Farm Inn**, an award-winning historic North Carolina mountain country inn, bed & breakfast and restaurant, to present The North Carolina Bluegrass Pavilion during the International Bluegrass Music Association (IBMA)'s "World of Bluegrass" event in Raleigh, N.C., this fall.

The North Carolina Bluegrass Pavilion will take up residence at the Raleigh Convention Center September 26-28. A wide variety of performances, activities, exhibits and products presented at the venue will celebrate the rich history of music and culture in The Tar Heel State.

Additionally, The North Carolina Bluegrass Pavilion, along with **Pinecastle Records** and IBMA, will present artists and performances during **IBMA's "Bluegrass Ramble"** – a series of music showcases taking place at seven different venues throughout downtown Raleigh - in the evening hours at Longview Center September 24-28.

Admission for the daytime activities at the North Carolina Bluegrass Pavilion are free of charge and open to the public. Admission to the "Bluegrass Ramble" evening showcases is available to both IBMA Business Conference attendees (with ID) and to the general public, via "Bluegrass Ramble" showcase wristbands, or per-night fee at the Longview Center, as space allows.

Artists performing at the North Carolina Bluegrass Pavilion's portion of the "Bluegrass Ramble" will be announced in the coming weeks.

"The Pavilion is our way of showcasing the artists, festivals, events and organizations that make our state a great place for music," said Henri Deschamps, CEO and owner of The Mast Farm Inn. "IBMA, The City of Raleigh, and the Convention Center staff have been incredible to work with in bringing our idea from concept to reality. We can't wait for September!

"Being a seventh generation North Carolinian, I have music running through my veins," said Sonic Pie Productions' Tess Mangum Ocaña, who will be coordinating the North Carolina Bluegrass Pavilion's many activities. "Music is a part of our very fabric as a state. The North Carolina Bluegrass Pavilion is an opportunity to showcase North Carolina artists and events that share that same genetic makeup."

"Working to make this a special part of the IBMA WOB event has been a thrill," Ocana continued. "We will have media, artist meet-and-greets, performance stages, and a host of N.C. products on hand. We look forward to seeing everyone in Raleigh."

Additional details about activities, exhibits and performances at The North Carolina Bluegrass Pavilion can be found in the coming weeks via both MerleFest and The Mast Farm Inn's Facebook and Twitter posts (@MerleFest and @MastFarm) posts.

"The pavilion will provide a great opportunity to showcase North Carolina's music community to a global audience. We are grateful to IBMA for their assistance and look forward to a wonderful week of music in Raleigh," said MerleFest's Ted Hagaman, festival director.

MerleFest, considered one of the premier music festivals in the country, is an annual homecoming of musicians and music fans held on the campus of Wilkes Community College in Wilkesboro, North Carolina. MerleFest was founded in 1988 in memory of the late Eddy Merle Watson, son of American music legend Doc Watson who passed away May 29, 2012. MerleFest is a celebration of "traditional plus" music, a unique mix of music based on the traditional, roots-oriented sounds of the Appalachian region, including bluegrass and old-time music, and expanded to include Americana, country, blues, rock and many other styles. The festival hosts over 90 artists, performing on 14 stages during the course of the four-day event. The annual event has become the primary fundraiser for the WCC Endowment Corporation, funding scholarships, capital projects and other educational needs. Next year's MerleFest will take place from April 24-27, 2014.

**Application Form** | The North Carolina Bluegrass Pavilion

www.themastfarminn.com/north-carolina-bluegrass-pavilion-form

FaceBook Page | The North Carolina Bluegrass Pavilion

www.facebook.com/TheNorthCarolinaBluegrassPavilion

## FaceBook Event Invitation | The North Carolina Bluegrass Pavilion

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