

MPMF.09

MIDPOINT MUSIC FEST CINCINNATI SEPTEMBER 24-26

For Immediate Release

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Bands on the Cusp: Cincinnati's MidPoint Music Fest provides fertile ground for the next new sound

CINCINNATI, Ohio (August 27, 2009) – Standing shoulder to shoulder, packed into a club so tightly it's hard to raise your beer, eagerly waiting to hear the next big thing before it becomes the next big thing.

That's the vibe at Cincinnati's 8th annual MidPoint Music Festival. Three days of creative expression and musical innovation, happening September 24-26 throughout downtown Cincinnati, adjacent historic Over-the-Rhine neighborhood and even across the Ohio River to the Southgate House in Newport, Kentucky.

Cincinnati lays claim to a critical role in the conception of rock 'n' roll as home of the fabled King Records. Take this history and interweave it with a thriving music scene and you've got fertile ground for up-and-coming artists and music fans alike.

"MidPoint is the flagship for the music town that is Cincinnati," says Dan McCabe, the festival's executive producer. "This is the type of congregation of artists from all over world that you'd expect from a town that has such a musical tradition."

Starting Thursday night, the city transforms itself into a walk-able music fest, spanning 23 stages throughout downtown Cincinnati and Northern Kentucky, entertaining the sounds of 270 musical acts from around the world. And it is all extremely affordable—a three-day pass good for all shows is available for just \$29.

The festival is deep in buzz bands: Chairlift, The Dø, Jason Isbell and the 400 Unit, Shayna Zaid and the Catch; Lightning Love, God Made Me Funky, The Young Republic, The Rosewood Thieves, Cincinnati's own Heartless Bastards, Wussy and Pomegranates. And many more.

An abundance of partnerships define this year's festival. Five independent record labels will host showcases, taking over specific clubs for an entire night of music by their acts. Music media outlets from around the country will be attending.

MidPoint's main stage is served up in an outdoor tent capable of holding 800 people outside Grammer's, a 19th Century German restaurant in the Over the Rhine neighborhood recently reborn as a popular gathering spot for young urbanites. Headliners will play there each night, but since its shows will end at 11 p.m., attendees can afterward have time to see more up-and-coming acts at the more intimate clubs open until 2 a.m.

Many of the venues are within walking distance of each other, but MidPoint will be operating a fleet of Scion xBs "Streetcars" to give attendees rides between sites. More than 2,500 people took advantage of the omnipresent Scions last year, which run the proposed Cincinnati street car route up Main and down Walnut Streets.

And for the first time, downtown's Contemporary Arts Center will also host showcases, as well as MidPoint's Lite Brite Film Test. The latter will include programming from Ottawa's International Animation Festival and the International Film Festival Rotterdam. MidPoint pass holders also get free admission to C.A.C. exhibits.

To purchase tickets, visit MPMF.com. And for lodging, the official hotel of MidPoint is the Garfield Suites, located in the midst of all of the festival venues. Visit MPMF.com and click on Garfield Suites for your discounted room.

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