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## **CHILI PEPPER & BREW FEST DEBUTS NEW MUSIC EXPERIENCE AT SNOWMASS Summer's first festival unveils \$400,000 in venue upgrades and exceptional new sound**

**Snowmass Village, Colo.** -- On June 8, the Chili Pepper & Brew Fest not only kicks off the summer festival season but also unveils a completely altered stage look, sound-system and light system designed to drastically enhance the quality of the concert experience at Snowmass Village.

"These improvements considerably increase the level of production and sophistication of the Fanny Hill venue," says Stu Urfrig of Alchemy Audio Visual / Concert Systems. "This outdoor venue will be unparalleled by all other similar mountain resort venues in the state and has the potential to attract national A-list talent to Snowmass and Fanny Hill."

While the stage flooring essentially will remain the same, the town of Snowmass Village Marketing & Special Events Department and Alchemy have jointly spent approximately \$400,000 to replace the roofing, sound, and lighting systems. The new professional grade production apparatus features a welded aluminum roof structure soaring 45 feet high and spanning 40 feet square. The roof system houses a state-of-the-art JBL sound system as well as a new lighting system. According to Urfrig, the "line array sound system is the best sound system available anywhere, while the stage and roofing size will provide more flexibility to the scale of productions possible." New hillside sod seating also will be completed in time to ensure festival-goers are as comfortable listening to the concerts as they are in awe of the new sound quality.

The Chili Pepper & Brew Fest summer music line-up features an all-star roster of performers. On Friday, Colorado favorite Sweet Sunny South starts off the music at 4 p.m. followed by renowned bluegrass act The Del McCoury Band. The David Grisman Quintet takes to the stage at 7 p.m. featuring the first opportunity to hear new band member Frank Vignola, who is widely considered to be one of the top ranked guitarists in the nation today.

On Saturday, the music starts at 3pm with a hot young up-and-coming act, the Spencer Durham Group. Acclaimed solo artist Papa Mali follows at 5 p.m. with four-time Grammy Award-winning reggae star Ziggy Marley taking to the stage at 7 p.m.

In addition to music, some of the world's top chili cooks will be on-hand for sanctioned International Chili Society district and regional competitions in Chili Red, Chili Verde and Chili Salsa to qualify participants for the world championships. The microbrew component of the festival offers the chance to sample as many as 40 different microbrews and check out which elite brewery is crowned best summer ale. Public tastings in chili and microbrews are offered on both Friday and Saturday. On Sunday, local chili aficionados and home brewers will compete to the tunes of local favorite Smokin' Joe Kelly.

Chili Pepper & Brew Fest festival tickets are only \$15 on Friday or \$20 on Saturday and include access to the outdoor concerts on Fanny Hill and food, beer, and wine concessionaires. For only \$10 more (\$25 on Friday and \$30 on Saturday), a party pass for ages 21 and older allows unlimited access to the microbrew tastings and to sampling different types of chili each day. A weekend party pass of only \$50 offers additional savings and incredible value.

All event information is available at [www.snowmasschiliandbrew.com](http://www.snowmasschiliandbrew.com). For media information, contact Allison Johnson at (970) 309-5485.