

FOR IMMEDIATE RELEASE

Date: May 13, 2009



Contact: Chris Bubenik
Office: (828) 210-5030
Email: chris@gulfstreamcommunications.com

**LAST BAND STANDING: ROAD TO BELE CHERE '09
CALL TO WESTERN NORTH CAROLINA MUSICIANS**

Asheville, NC – *WNC* magazine AND the City of Asheville Parks, Recreation and Cultural Arts Department are seeking local musicians to participate in Last Band Standing, a competition for an opportunity to perform at Asheville's Bele Chere festival this summer. Interested bands and musicians can submit an application online at www.wncmagazine.com/music from May 13-June 3. Online voting will be open to the public June 8-24 with the top bands playing a show on July 8 at The Orange Peel, voted one of the top venues in the country by *Rolling Stone* magazine. The winner chosen at that performance earns a spot July 24-26 at Bele Chere, as well as a disc of professionally shot photographs courtesy of Lydia See and a day of studio time at Echo Mountain Recording.

There are no restrictions on experience level or ability; however, we anticipate some of the best musicians and bands around. Western North Carolina bands and musicians in the following counties are encouraged to apply: Avery, Buncombe, Burke, Caldwell, Cherokee, Clay, Haywood, Henderson, Graham, Macon, Madison, McDowell, Mitchell, Jackson, Polk, Rutherford, Swain, Transylvania, Yancey, and Watauga. Bands or solo acts that have previously played at Bele Chere are ineligible. A complete list of terms and guidelines is available at www.wncmagazine.com/music.

Bele Chere is produced by the City of Asheville Parks, Recreation and Cultural Arts Department in cooperation with the Bele Chere Board of Directors and is the largest free street festival in the Southeast. For more information, visit www.belecherefestival.com or call (828) 259-5800.

WNC is a lifestyle magazine celebrating the unique people and cultures; arts, crafts and architecture; history; and foodways of Western North Carolina. Each issue includes features on current issues facing the region; profiles on intriguing locals; and regular departments highlighting gorgeous homes, great weekend escapes, outdoor adventures, a calendar of regional events, and a comprehensive dining guide. Please visit www.wncmagazine.com to learn more.

To schedule interviews, please contact Chris Bubenik with Gulfstream Communications at chris@gulfstreamcommunications.com or (828) 210-5030.

#