

MPPMF.10

MIDPOINT MUSIC FESTIVAL CINCINNATI SEPTEMBER 23-25

Media Advisory

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MidPoint Action: Your chance to discover the new Reveal showcase announces details on MidPoint Indie Summer and the 9th annual MPPMF.10

CINCINNATI, Ohio (April 23, 2010) – Cincinnati music fans may have a better idea of how they'll be spending their summer after hearing organizers' announcements during a concert today. The biggest news is in the form of headliners for an expanding MidPoint Indie Summer series, as well as early scoops on performers expected at Cincinnati's MidPoint Music Festival, September 23–25.

Bands interested in showcasing during MPPMF.10 can still submit to play via **MPPMF.com** until the **May 14 deadline**.

Discover free fun at MidPoint Indie Summer, Fridays, June 4–September 3

During the past few years Cincinnati has enjoyed a resurgence Downtown due, in good part, to a redesigned Fountain Square. Fourteen Fridays belong to MidPoint Indie Summer, where fans can expect the same caliber of emerging talent playing at the festival. This year MidPoint upped the ante with it's biggest group of headliners yet.

Confirmed MidPoint Indie Summer Headliners (full lineup to be announced later)

June 4	Camera Obscura (Glasgow, Scotland)	June 25	Smoking Popes (Chicago, IL)
June 11	Neon Indian (Austin, TX)	July 9	Why? (Cincinnati, OH)
June 18	Jason Isbell and the 400 Unit (Muscle Shoals, AL)	August 6	Dawes (North Hills, CA)

Discover your new favorite band at MidPoint Music Festival, September 23–25

Connecting with live music can be a rush, especially when it's a band you are hearing for the first time. Festivals as big as this mean some decisions have to be made. Which showcases do you attend? What do you pass on? Fans can get a jump on researching confirmed performers. This list will grow, but for now you can sample a little from the following:

Caribou (Ontario, Canada); Via Tania (Chicago, IL); Gaby Moreno (Guatemalan now based in Los Angeles, CA); Milktooth (Nashville, TN); A Place To Bury Strangers (Brooklyn, NY); Gringo Star (Atlanta, GA); Richard Buckner (Brooklyn, NY); Plus/Minus (Brooklyn, NY); Sam Lamont (Morgantown, WV); Cults (New York, NY); Van Dyke Parks (Pasadena, CA); Clare and the Reasons (Brooklyn, NY)

Discover more bands, fans, ticket deals, and secret show surprises

MidPoint will announce the full festival in June. Fans wanting the inside loop should consider these options. Cincinnati Bell wireless customers will have first access to alerts on who's playing, deals, and knowing if there's a special handshake at any possible Downtown door. To sign into this system, text "MPPMF" to 9434. Find like-minded fans at Facebook.com/midpointmusicfestival, as well as status updates, discussions, and more. Behind-the-scenes tweets are available via Twitter.com/MidPointMusic. And of course, MPPMF.com, created by Topic Design.

Sales of discounted **3-day passes** start June 4 at the first Indie Summer event. In addition to all access, 3-day-pass holders will have exclusive access to **The Secret Show**, organized with help from Secret Cincinnati. A mysterious, must-see performer is already confirmed. Can you figure out who and where?

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