

MPMF 2010

MIDPOINT MUSIC FESTIVAL CINCINNATI SEPTEMBER 23-25

For Immediate Release

Contact: Alex Breyer, Public Relations Manager
(513) 919-8981, pr@mpmf.org

Calling All Bands: MidPoint Music Festival 2010 March marks early showcase registration period via SonicBids.com—Deadline is May 14

CINCINNATI, Ohio (March 1, 2010) – Bands and artists interested in performing at Cincinnati's ninth annual MidPoint Music Festival can now submit a request for showcase consideration. MidPoint excels at exposing emerging artists to a devoted and passionate audience through festival promotion and exciting showcases embraced by a city rich in music history.

Bigger. Better. Stronger. Faster.

Music lovers who hopped around the 23 different stages for three nights last year had their pick of great bands to see and swoon over. Musicians enjoyed huge crowds in 2009, with new stages and a 45% increase in the number of performances over the previous year. More than 15,000 fans turned out to revel in 270 performances throughout Downtown and Over-the-Rhine. And band buzz reached a fever pitch with a new twist on Twitter and Cincinnati Bell text messaging, broadcasting within venues.

In 2010, to keep up with the growing demand from fans—as well as the rising quality of artist submissions, new venues continue to come on board. Stages will be added throughout the festival's easy-to-walk loop. More stages mean more opportunities for bands to get their music heard at one of the country's fastest growing festivals.

As the region's most celebrated independent music event, MidPoint continues to build strong relationships within the local business district and the general music industry, making Cincinnati a major destination for music tourism. Multiple venues will host showcases here from independent record labels based around the country. And Fountain Square is expanding the popular MidPoint Indie Summer concerts running Fridays June 4 through September 3.

For the second year in a row, the Garfield Suites Hotel will serve as MidPoint headquarters. Artists will receive special room packages and can participate in networking and social opportunities. Cincinnati's 2010 Digital Hub Initiative Non-Conference will provide MPMF artists access to a programming track introducing, discussing and pioneering new concepts in digital marketing and song placement. (digitalcincinnati.org)

Give us a holla and you will be heard

Using the Sonic Bids online submission system, prepare an electronic press kit (EPK), including band photos, biography, any press clippings, and three (3) original songs for consideration. The link for submissions can be found at MPMF.com. The early submission deadline is April 1, 2010. In order to be considered your submission must be received by the final deadline on May 14, 2010.

More information to be revealed

MPMF.com is the best resource for finding the latest festival news, photos, and listings. To interact with bands and fans check out Facebook.com/midpointmusicfestival and Myspace.com/mpmf. You can follow Executive Producer Dan McCabe's tweets at Twitter.com/MidPointMusic. Exciting news is also due to be announced at the MPMF 2010 Reveal Showcase on Thursday, March 25 at the Blue Wisp, 318 E. Eighth Street. Returning to Cincinnati for the performance will be MPMF veterans Hugo from New York City (myspace.com/hugo).

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