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Journeys Backyard Barbeque Tour to Rock Atlanta Area
Free extreme sports & music fest to make Nat'l tour stop, with X Games & MTV stars

Some of the nation's hottest new music artists will mix it up with some of the country's best alternative sports athletes as the **Journeys Backyard Barbeque** makes a national tour stop in the greater Atlanta area on **Saturday, May 2, 2009** outside **North Point Mall** (1000 North Point Circle, Alpharetta, GA 30022) in the Macy's parking lot from noon-7:00 p.m. Plan to stay the weekend in Alpharetta and enjoy this exciting event by taking advantage of the great rates at Alpharetta's 23 upscale and modern hotels.

Serving up a heaping helping of today's top action sports with a side dish of cutting-edge music, this **free** nationwide sports and music festival will be grillin' with the area's hottest up-and-coming bands competing on the tour's 32 foot-long mobile music stage. Alongside, the action will also be sizzlin' as top pro skateboard, BMX and motocross athletes streak through the sky in action-packed live demo shows in the tour's 60,000 square foot "alternative sports playground" of jumps and ramps.

Freestyle Motocross pros will fly and flip nearly three stories high, over a distance of almost 100 feet, as they run their custom-modified motocross motorcycles through an amazing arsenal of tricks – including can cans, back flips, and the "kiss of death." International superstars appearing from team "Metal Mulisha" include veteran riders Derek Garland, Ryan Hagy and Wes Agee (12:45, 2:45, 6:45).

Not to be outdone, some of the world's best **skateboard** pros will perform the sickest tricks in the sport – staged on a 48 foot-wide Super Mini Ramp (1:00 & 4:00). **DC Shoes** will bring their teams of internationally-ranked pro athletes to town for a rare, close-up experience with fans, including athlete autograph sessions after each performance. Athletes slated to appear include top skateboard pros: **Danny Way**, the first person to jump the Great Wall of China on a skateboard; Josh Kalis; Colin McKay; PJ

Ladd; Lindsey Robertson, Ryan Smith; Devine Calloway; Chaz Ortiz; and **Rob Dyrdek**, star of the hit MTV shows “**Rob and Big**,” and “**Fantasy Factory**.”

The **DC BMX** team will also “take to the air” (1:30 & 5:30), sailing their customized bikes off the tour’s ramp with hair-raising jumps and stunts. World-class riders slated to appear include **X Games superstar Dave Mirra** and teammates Edwin Delarosa, Allan Cooke, Tom White, Chris Doyle, Corey Boham, Daniel Dhers, Chad Kagy, Craig Mast, and Michael Clark.

Local area talent will also be showcased as a team of **local amateur skateboard athletes from Hazard County Skate Park** in McDonough take to the ramp to perform their best moves for the crowd (12:00, 2:00 & 3:15). These lucky young athletes will also get the chance to meet their pro skateboard heroes, with an autograph session in the tour’s exclusive “VIP area.”

Alongside the blazin’ sports action, the music scene will also be roasin’ as an **American Idol**-style contest takes place on the tour’s mobile stage, the “**Converse All-Star Battle of the Bands**.” Local indie rock, alt, emo, and punk bands compete throughout the day with the winner judged by the audience via text message voting. Many of the breakthrough bands featured on this tour go on to hot careers and new recording contracts. Local bands competing at the event include: “*The Rise of Science*” (12:00); “*Seven Story Fall*” (2:00) and “*Love Like This*” (3:15).

The winning band will receive more than \$500 in cash and prizes (including a year’s supply of Chuck Taylor high-tops for each band member). Fans can come away winners as well! After voting, winning fans will be text-messaged or e-mailed to let them know they’ve won a prize, including Journeys gift cards and Converse products.

A sweet musical treat will be served up after the battle of the bands ends, at 4:45 p.m. with a special surprise opening act. Then headliner “***The Red Jumpsuit Apparatus***” takes to the main stage at 6:00 p.m. in a rare, free showcase concert.

Local radio partner **99X** will also crank up the heat throughout the afternoon, with live, on-site broadcasts. Before the event, fans can tune in for their chance to win Journeys Backyard BBQ Prize Packs – featuring tour merchandise and tickets to the Journeys VIP area.

Between catching scorching athlete demos and searing new artists, fans can chill with cool entertainment and free giveaways in the tour's interactive fun zone – featuring more than 15 booths with free fun and

games. At the Converse “**Punk Your Chucks**” tent, fans can use Sharpie pens to create their own original artistic design on a pair of classic Converse Chuck Taylor high-tops. The winning shoe from each tour stop will be entered into a contest, with the overall winning design having the chance to ultimately become a production shoe for Converse, to be sold at retailers worldwide. **All non-winning shoes (usually several hundred) will be donated to a select local charity, to be distributed to needy individuals.**

In the “Ladies Lounge” area, presented by Seventeen Magazine, young female fans can get free giveaways and makeovers from Seventeen Magazine. Got2b will be rocking things out by enticing fans to “Dare Your Hair” and get a new punked-out hairstyle.

At the *bnqt.com* booth, fans can have their video talents take center stage, by uploading their cell phone video clips of best BBQ action to be posted on the tour’s website. Everyone can also rock out with the chance to be a Guitar Hero, or put themselves in a classic surf scene at the Coast Body Wash “Living the Coast” display. Hungry BBQ fans will also be able to sample Jack Link’s all-new Matador meat snacks, and wash it down with a refreshing Rockstar Energy Drink sample. Journeys will also be hosting the merchandise tent offering limited edition tour memorabilia. Plus, everyone can leave with a semi-permanent memento of their visit at the Journeys “temporary tattoo station.”

This **free**, all-ages tour will leave a smokin’ hot trail across the country this spring – from Vegas to Orlando, Atlanta to Baltimore, and wrapping up in Chicago.

Visit www.AwesomeAlpharetta.com for more information about Alpharetta hotel rates and the city’s 150 dining options, thirteen spas, seven unique shopping districts, one-of-a-kind attractions and award-winning parks

For updated information, call 770-754-1433 or visit www.JOURNEYSBBQ.com

This year’s tour is made possible by Presenting Sponsor, *Journeys*. Additional tour sponsors include: *Rockstar Energy Drink*, *got2b*, *Coast Body Wash*, *Guitar Hero*, *Macbeth*, *Converse*; *DC Shoes*; *Osiris Shoes*; *Vans*; *Adio*; *DVS Shoes*; *etnies*; *Ipath*; *Circa*; *Globe*; *bnqt.com*. For additional press information and **hi-res photos** visit www.JOURNEYSBBQ.com/press

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta’s upscale and modern hotels. Visit www.AwesomeAlpharetta.com for more information.

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