

2010 Poster

## PARTY IN THE PARK

Ten Thursdays, 5:00 - 10:00 pm  
June 9 - August 11

Riverside Festival Site, Exchange Blvd.  
on the Genesee River.

**FREE** Admission!

Now in its 15<sup>th</sup> year, the Party in the Park concert series continues to be one of the best attended events in the city.

The Riverside Festival site is located on the west side of the Genesee River against the lit backdrop of the beautiful Frederick Douglass - Susan B. Anthony Memorial Bridge. Concerts feature outstanding national and regional talent.

Food and beverages available for purchase.

**2010 Attendance:**  
57,000 or 5,700 weekly avg.

**Music genre:** Rock, Reggae, Classic Rock, more

**Demographics:**  
Male: 51%, Female: 49%  
Ages: 21 - 55 based on talent

**2010 Sponsors:** City Newspaper, Heinekin, Radisson Hotel Rochester Riverside, Manns Jewelers, 95.1 The Fox, 100.5 The Drive and Continental School of Beauty.

Rockin' In the City

LIVE @ RIVERSIDE FESTIVAL SITE

CORNER OF COURT & EXCHANGE

# PARTY IN THE PARK

**FREE! THURSDAYS, 5 PM TO 10 PM**

6/10: RUSTED ROOT  
6/17: WAR  
6/24: EDDIE MONEY  
7/1: GIANT PANDA GUERRILLA DUB SQUAD  
7/8: UMPHREY'S MCGEE  
7/15: JIMMY CLIFF  
7/22: DUKE JUPITER "WE'LL DRINK TO YOU"  
THE FINAL REUNION  
7/29: COURT YARD HOUNDS  
8/5: GALACTIC WITH GUEST CYRIL NEVILLE  
8/12: DARK STAR ORCHESTRA

CITY Radisson MANN'S 95.1 100.5 Continental

**QUESTIONS? CALL 311**  
Outside the city call 428-5990  
[WWW.CITYOFROCHESTER.GOV](http://WWW.CITYOFROCHESTER.GOV)

one city

Robert J. Davis, Mayor  
City of Rochester, NY

