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LET'S BOOGIE: JEKYLL ISLAND READY TO SHAG, HUSTLE & ROCK!
Throw on Your Shades and Grab a Partner, 'Cause It's Party Time Once Again
At the 28th Annual Jekyll Island Beach Music Festival Aug. 11-13

JEKYLL ISLAND, Ga., August, 2011 –There will be plenty of excuses to cut loose on the dance floor – and in the sand – during the 28th annual Jekyll Island Beach Music Festival, August 11-13.

Some of today's best beach music acts will converge on Jekyll Island for the 2011 edition of this popular, long-running shindig. The weekend is the perfect celebration for anyone who loves classic feel-good, beach music. Beach music legend the Craig Woolard Band, along with Mark Roberts & Breeze, and southern rock-standard-bearers the Swingin' Medallions ("The Party Band of the South"), headline three days of dance and music fun at the largest beach music festival on the Georgia coast. Other acts include the crowd favorite Second Chance Band from Jesup, Georgia and up-and-coming group Classic Edition from Jacksonville, Florida.

The Aug. 11-13 celebration of everything to do with beach music starts hopping with a Thursday evening "Shag-A-Ganza," followed by a Friday night "Welcome to the Weekend Party" and a complimentary "Beach Blast Concert" Saturday afternoon. The Swingin' Medallions and Classic Edition bring the festival to its high-spirited conclusion Saturday night at the lively "Fun Finale Party."

The full schedule of Beach Music Festival events is listed online. Get access to all concerts, the Shag-a ganza Party and a catered barbecue lunch at the Beach Blast Party by purchasing an all-inclusive VIP Pass. The VIP lunch, sponsored by Brasfield & Gorrie, includes complimentary beer and soft drinks during the Saturday Beach Blast concert and is catered by Right On Q Barbecue.

Don't know how to shag dance? Opportune shag lessons, led by the Golden Isles Shag Club, will be available for festival goers who might want to brush up on their moves or who are shag dance neophytes. They are a great way to get into the festival spirit no matter what level of ability. Plus, new this year will be workshops for the hustle, the dance that defined the 1970s disco era.

Most festival activities unfold at the Jekyll Island Convention Campus, with Saturday's free beach concert taking place at the new, oceanfront Great Dunes Park.

Also on this year's slate: the Jekyll Island Beach Music Festival Golf Tournament, Friday morning on the challenging, yet fun Indian Mound course at the Jekyll Island Golf Club.

For more information about the 2011 Jekyll Island Beach Music Festival and to purchase individual event or VIP tickets, visit www.jekyllisland.com or call (877) 4-JEKYLL. Friday and Saturday night concert tickets also available at participating Flash Food Convenience Stores and on Jekyll Island's Facebook page.

THURSDAY, AUG. 11

Shag Dance Lessons

Polish your moves or learn new ones before the big beach music parties begin.

- Beginner Shag Dancing: 3:30 p.m.
- Basic Two Shag Dancing: 4:15 p.m.
- Location: Magnolia Hall, Jekyll Island Convention Campus
- Admission: \$10 per person at the door. Please arrive 15 minutes early to purchase tickets.

Shag-A-Ganza Party

Kick up your heels with great music while reconnecting with old friends. Dance party maestro DJ Murl Augustine is at the controls for the best in beach tunes. Shag-A-Ganza is presented by the Golden Isles Shag Club.

- Time: 7 p.m.
- Location: Jekyll Island Convention Campus
- Admission: \$15 per person. Tickets may be purchased at the door.
- Reservations: Call (877) 4-JEKYLL.

FRIDAY, AUG. 12

Shag and Hustle Dance Lessons

"Do the hustle," just like Tony and Stephanie.

- Intermediate Shag Dancing: 9:45 a.m.
- Hustle I Workshop: 11 a.m.
- Hustle II Workshop: 1:30 p.m.
- Intermediate Shag Dancing: 2:45 p.m.
- Location: Magnolia Hall, Jekyll Island Convention Campus
- Admission: \$10 per person at the door. Please arrive 15 minutes early to purchase tickets.

Beach Music Festival Golf Tournament

A two-person scramble format on Jekyll Island's Indian Mound golf course. Participants may form their own teams or allow Jekyll Island's golf staff to pair you with another player. Winners will be decided in gross and net divisions.

- Event Start: Tee times from 9 a.m. to 11 a.m. Call the Jekyll Island Golf Pro Shop at (912) 635-2368 to schedule your team's tee time.
- Location: Jekyll Island Golf Club, Indian Mound course
- Admission: \$55 per person, which includes greens fees, 1/2 cart rental, beverages, prizes and two tickets to the Friday "Welcome to the Weekend Party" at the Beach Music Festival.
- Registration: Call the Jekyll Island Golf Pro Shop at (912) 635-2368 to register and reserve a tee time.
- Registration Deadline: Aug. 5

Welcome to the Weekend Party

Hosted by DJ Murl Augustine, the festival's live beach music performances get under way with appearances by Mark Roberts & Breeze and the Craig Woolard Band.

Named the Carolina Beach Music Awards' "Best New Group" in 2008, Mark Roberts & Breeze deliver a variety of musical styles, including dance, beach music, funk, rock 'n' roll, Motown and country. The five-man band keeps the crowd moving with tunes inspired by renowned musicians such as Mark Farner (of Grand Funk Railroad), Jimmy Hall (of Wet Willie), Bobby Kimball (of Toto), Daryl Hall (of Hall & Oates), Joe Cocker, Stevie Wonder and Michael McDonald.

While synonymous with beach music, the Craig Woolard Band brings a whole lot more to its performances. With a classy and riveting stage presence, the group stirs up audiences with non-stop entertainment led by Woolard, an eight-time winner of "Male Vocalist of the Year" honors from the Carolina Beach Music Awards.

- Time: 7 p.m.-11 p.m.
- Location: Grand Oaks Hall, Jekyll Island Convention Campus
- Admission: \$15 per person if purchased by Aug. 1; \$20 per person after Aug. 1. Must be at least 21 years of age and must present an ID to enter.

SATURDAY, AUG. 13

Shag Dance Lessons

There's still time to get your shag on!

- Beginner Shag Dancing: 9:30 a.m.
- Line Dance: 10:30 a.m.
- Location: Magnolia Hall, Jekyll Island Convention Campus
- Admission: \$10 per person at the door. Please arrive 15 minutes early to purchase tickets.

Complimentary Beach Blast Concert

Bring your bathing suits, beach blankets and sunglasses for dancing in the sand to the best beach music anywhere. Live performances by Mark Roberts & Breeze, Second Chance, and DJ Wayne Bennett.

- Time: Noon-4 p.m.
- Location: Great Dunes Park
- Admission: Free

Fun Finale Party with the Swingin' Medallions

The Jekyll Island Convention Campus will ring out with the sounds of hit songs from the 1950s, '60s and '70s when the nationally acclaimed Swingin' Medallions take center stage at Grand-Oaks Hall. With musical roots that trace to early rhythm and blues, the group in 1966 recorded its signature, chart-busting hit, "Double Shot (of My Baby's Love)," which sold millions of copies and has been a party classic for decades. Two other favorites, "She Drives Me Out Of My Mind" and "Hey, Hey, Baby," were Top 40 hits in 1966 and 1967, respectively. Also featured will be tunes from Classic Edition.

The "Fun Finale Party" will be hosted by DJ Peter Carpenter, with shag demonstrations presented during the band break.

- Time: 7 p.m.-11 p.m.
- Location: Grand Oaks Hall, Jekyll Island Convention Campus
- Admission: \$15 per person if purchased by Aug. 1; \$20 per person after Aug. 1 and at the door.

VIP Tickets – Beach Music Festival & Barbeque

VIP passes provide guests the ultimate Beach Music Festival experience. A VIP ticket entitles the bearer to admission to the "Welcome to the Weekend Party," the "Fun Finale Party" and a barbeque lunch during Saturday afternoon's "Beach Blast Concert." The barbeque lunch will be catered by Right on Q Barbeque and include complimentary beer, wine and soft drinks. The VIP area is sponsored by Brasfield & Gorrie and will be located on the covered beach deck at Great Dunes Park. .

- Barbeque Lunch: Noon-4 p.m. Right on Q Barbeque catering noon-2 p.m. Open bar noon-4 p.m.
- VIP Tickets: \$75 per person (includes admission to the Thursday night Shag-a-ganza, Friday night, Saturday night concerts, and the Saturday afternoon VIP Tent barbeque at the "Beach Blast Concert").
- VIP Reservations: Advance reservations are required. Call (877) 4-JEKYLL or visit www.jekyllisland.com.

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About Jekyll Island

One of the centerpieces of Georgia's famed Golden Isles, Jekyll Island, with its rich history and quiet, laid-back atmosphere, has attracted vacationers for more than a century. Jekyll Island offers a variety of amenities – including 10 miles of beach and 20 miles of bike paths, a 250-acre Historic Landmark District, four golf courses, a tennis center and a large water park – plus an array of lodging options, including hotels, cottages and campgrounds. By 2012, the island will boast three new hotels, an all-new beachfront convention center (with more than 78,000 square feet of function space), a beautifully redesigned gateway corridor to the island, a beach village shopping and dining district and many more enhancements. Owned by the State of Georgia and managed by the Jekyll Island Authority, the island's development is limited to just 35 percent of the available land area, to preserve the critical barrier island ecosystem. Great lengths have been taken to honor this ratio while the highly anticipated revitalization of Jekyll Island moves forward. For more information, please visit www.jekyllisland.com or call (877) 4-JEKYLL.