

Wilkes Community College's



MerleFest®

April 27 - 30, 2017

Presented by *Window World*

FOR IMMEDIATE RELEASE

MerleFest 2017 continues popular Acoustic Kids Showcases

Mobile App ready for download March 1

Early Bird Tier 2 Pricing continues until April 26

WILKESBORO, N.C. (February 21, 2017) – MerleFest, presented by Window World and slated for **April 27-April 30, 2017**, is pleased to announce the return of the **Acoustic Kids Showcases** to the 2017 festival.

The Acoustic Kids Showcases allow the next generation of pickers and singers and other traditional-style performers to highlight their talents for music fans at the four-day festival. Young pickers and singers are encouraged to apply before the **March 21 deadline** in order to perform during the showcases.

These showcases, which played to standing-room-only crowds last year, reflect an elevation and encouragement of talented young performers that have been part of the festival from its early days. Hosted by performer and beloved MerleFest veteran **Andy May**, the showcases provide an opportunity for young performers through age 16 to perform in a supportive environment.

Participants selected will be notified by April 11. Selection is not based on how advanced a child's performance might be, but rather it is based on a child's confidence in performing at his or her level. In fact, beginners are encouraged to apply.

Additional instructions and details about the Acoustic Kids Showcases, may be found at <http://andymay.com/acoustic-kids/application-instructions/>. You may apply online or download a printable application at <http://andymay.com/acoustic-kids/application-merlefest/>.



Lake Carver from
Mocksville, N.C.



Presley Barker from
Traphill, N.C.

The Acoustic Kids Showcases are held on Friday and Saturday on the Austin Stage, Dance Stage and Mayes Pit. (Program pocket schedule has specific times.) Additionally, from among this year's pool of applicants, several performers will be chosen for a special "Acoustic Kids Ambassadors" performance hosted by Andy May on the Cabin Stage Saturday evening.

Andy May is well known to MerleFest fans as a singer, songwriter, guitarist, mandolinist, producer, educator and visual artist. His Acoustic Kids Showcases have given many hundreds of young performers supportive performance opportunities for over 25 years.



**Ava (left) and Sophia Hoeh
from Ferguson, N.C.**

The MerleFest 2017 mobile app and stage schedules will be available on March 1. The app is being offered at no charge to users and features the 2017 lineup and stage schedules, artist biographies, map, announcements, social media links and more. The app allows users to plan for their entire MerleFest experience. Users who currently have the MerleFest mobile app will receive a prompt on their phones to download the 2017 version of the app. The app is compatible with Android and iOS platforms. A bonus for MerleFest fans: once downloaded, the app will be fully functional without having connection to phone service.

The current MerleFest 2017 lineup and stage schedules will be available March 1 on the mobile app and online at MerleFest.org/lineup.

Tickets for MerleFest 2017 are on sale now and may be purchased at MerleFest.org or by calling 1-800-343-7857. An advance ticket discount runs through April 27, 2017. Gate pricing begins on the first day of the festival.

About MerleFest

MerleFest, considered one of the premier music festivals in the country, is an annual homecoming of musicians and music fans held on the campus of Wilkes Community College in Wilkesboro, North Carolina. MerleFest was founded in 1988 in memory of renowned guitarist Eddy Merle Watson, the son of the late American music legend Doc Watson. MerleFest is a celebration of "traditional plus" music, a unique mix of music based on the traditional, roots-oriented sounds of the Appalachian region, including bluegrass and old-time music and expanded to include Americana, country, blues, rock and many other styles. The festival hosts a diverse mix of artists on its 13 stages during the course of the four-day event. The annual event has become the primary fundraiser for the WCC Foundation, funding scholarships, capital projects and other educational needs.

About Window World

Window World, headquartered in North Wilkesboro, N.C., is America's largest replacement window and exterior remodeling company, with more than 200 locally owned offices nationwide. Founded in 1995, the company sells and installs windows, siding, doors and other exterior products, with a total of over 13 million windows sold to date. Window World is an ENERGY STAR partner, and its window products have

earned the Good Housekeeping Seal for nine consecutive years. Additionally, through its charitable foundation Window World Cares, the Window World family provides funding for St. Jude Children's Research Hospital, where it was named New Corporate Partner of the Year in 2010. Since its inception in 2008, the foundation has raised over \$7 million for St. Jude. Window World Inc. also supports the Veterans Airlift Command, a non-profit organization that facilitates free air transportation to wounded veterans and their families. For more information, visit www.WindowWorld.com or call 1-800 NEXT WINDOW. For home improvement and energy efficiency tips, décor ideas and more, follow Window World on Facebook and Twitter.

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