

June 9, 2004



## **Celebrate Freedom: America's Largest Free, Single-Day Concert Set for July 3rd; 94.9 KLTY-FM Sponsors Event at South Fork Ranch**

Wednesday, June 9, 2004 12:12 pm PDT

IRVING, Texas

IRVING, Texas--([BUSINESS WIRE](#))--June 9, 2004--94.9 KLTY-FM, the station that's Safe for the Whole Family(TM), has announced the all-star line-up for its 14th annual Celebrate Freedom(TM) concert/festival at South Fork Ranch in Parker, Texas. This event is the largest, free, single-day outdoor concert in the country. Last year, more than 200,000 people of all ages attended the event.

This year's show will feature six-time Grammy Award winner Steven Curtis Chapman, 15-time Gospel Music Association (GMA) award-winning artist Point of Grace and seven-time GMA award-winning artist Mercy Me. Also appearing will be five-time GMA nominated FFH and the Grammy Award-nominated NEWSONG. Four-time GMA award and one-time Grammy winning recording artist Audio Adrenaline will perform as well as three-time Grammy nominated recording artist Anointed. Other artists include Warren Barfield, Jump5, Monk and Neagle, SONICFLOOD (two-time GMA award winner), The Katinas (eight-time GMA nominee, one-time winner), Warner Brothers recording artist Kristy Starling, and crowd favorite Phillips Craig and Dean.

Celebrate Freedom(TM) title sponsor, Norm Miller, Interstate Batteries chairman and chief executive officer, said, "We've been the title sponsor of Celebrate Freedom since 1997. I was invited to Celebrate Freedom(TM) 1996 and liked what I saw and heard that day; it was a family-friendly, well-produced outdoor contemporary Christian music event -- (it became) the largest single-day concert event anywhere in the world, and a blessing and encouragement to the North Texas community. I saw an opportunity for Interstate Batteries to be involved in something God-honoring; here was a chance to promote the Interstate Batteries brand while helping take this great event to the next stage of development. We've sponsored the event ever since."

Interstate Batteries, America's #1 Replacement Battery(TM), has signed on as title sponsor of Celebrate Freedom(TM) for the eighth consecutive year. Interstate, based out of Dallas, Texas, is the title sponsor of the #18 NASCAR Nextel Cup Championship Car, owned by Washington Redskin's Coach Joe Gibbs (Joe Gibbs Racing (JGR)) and driven by Bobby Labonte.

Celebrate Freedom(TM) 2004 is a free event, but attendees must have a ticket. Tickets are

available at all Dallas/Fort Worth Chick-fil-A, Washington Mutual, Logos Bookstore, Kroger, Kwik Kar- Lube & Tune, Main Event Entertainment, and Care Now. South Fork Ranch gates will open at 7:00 am on July 3, 2004, and the show will start at 8:30 am. Tickets may be downloaded at [www.klty.com](http://www.klty.com).

### Celebrate Freedom(TM) Backgrounder and Event Activities

Celebrate Freedom(TM) garnered major attention in 1999, when over 114,000 people attended the event. Since that time, the event has doubled in size bringing together more than 207,000 attendees in 2003. Vice President and General Manager, John L. Peroyea commenting on the event: "For 14 years, the top known groups and artists from all around the world in the contemporary Christian format have performed at Celebrate Freedom(TM) as a community service. This event remains free to the public and it's made possible through the combined efforts of the artists, record labels, publicists, and managers in cooperation with 94.9 KLTY-FM and our title sponsor Interstate Batteries(TM). We invite everyone to come out to this family-friendly event and hear uninterrupted music from the best of the best!"

94.9 KLTY-FM is the 2004 winner of the Gospel Music Association (GMA) Award for Major Market Station of the Year and the National Religious Broadcasters Music Station of the Year and is a nominee for the Radio & Records Achievement Award for Commercial Christian Station of the Year. Once again this year, 94.9 KLTY-FM is the most-listened-to Christian radio station in America.

There is something for everyone at Celebrate Freedom(TM) 2004. The Washington Mutual Celebrate Freedom(TM) 2004 Children's Area will feature more than 35 different rides and attractions for young family members. Chick-fil-A Restaurants and Dr. Pepper Bottling Company of Texas, will lead the concessionaires providing chicken sandwiches, barbeque, funnel cakes, turkey legs, hamburgers, hot-dogs, ice cream, cotton candy, soft drinks, water and other family-friendly food choices.

94.9 KLTY Celebrate Freedom(TM) 2004 will feature an Olympic sized jumbo-tron to offer person-to-person contact between the artist performances and event attendees. There will be an autograph area where attendees can meet their favorite artists. Live broadcasts from South Fork Ranch throughout the day will offer up-to-date event happenings.

The event will conclude with the 94.9 KLTY Interstate Batteries Fireworks Extravaganza presented by David McDavid Honda of Frisco, Texas featuring the vocal stylings of fifteen-time GMA award winning artist Point of Grace and the largest fireworks display in Texas.

### Event Details

-- Parking: \$12.00 per vehicle.

-- Tickets are FREE and available online at [www.klty.com](http://www.klty.com), or at all Dallas/Fort Worth Chick-fil-A, Washington Mutual, Logos Bookstore, Kroger, Kwik Kar-Lube & Tune, Main Event Entertainment, and Care Now.

-- Coolers are not allowed past the gates, but food and drink vendors are available at the event.

-- ATM machines will be on-site at the event.

-- Medical Attention on site operated by CARE NOW-Neighborhood Doctor's Office.

For updated information on Celebrate Freedom 2004, please visit [www.klty.com](http://www.klty.com)

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