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FOR IMMEDIATE RELEASE:

Entertainment and Celebrity Appearances Announced **For Stater Bros. Route 66 Rendezvous**

SAN BERNARDINO, Calif. (Sept. 1, 2010) – The entertainment line-up, celebrity appearances and autograph sessions have been announced for the 21st Annual Stater Bros. Route 66 Rendezvous®, being held September 16 – 19, 2010 during San Bernardino's bicentennial year. NFL Hall of Famer, Jerry Rice and former NFL wide receiver Mark Seay will be signing autographs on Friday, September 17, 2010 from 5:00 p.m. – 7:00 p.m. at the Stater Bros. Court Street Stage area sponsored by Stater Bros. and Kellogg's. Photographs will be available for autographs, or one item can be brought for an autograph per celebrity.

Entertainment Schedule

Thursday, Sept. 16

5:30 p.m.

The Legendary Mustangs -- Stater Bros. Court St. Stage
From the foot-stopping downbeat of their first note, these ageless, high energy, classic rockers will immediately bring you to your feet

Friday, Sept. 17

5:00 p.m. – 7:00 p.m.

NFL Hall of Famer *Jerry Rice* and former NFL's wide receiver *Mark Seay* Celebrity Autograph Session - Stater Bros. Court Street Stage

6:00 p.m. – 9:00 p.m.

Neil Morrow -- Stater Bros. Court St. Stage
A Rendezvous favorite performing his piano-pumping music rooted in American Rock 'N Roll

Saturday, Sept. 18

1:00 p.m. – 1:45 p.m.

Restless Blues Band - Stater Bros. Court Street Stage Area
Southern blues sung with an edgy style. Always a crowd favorite

2:00 p.m. – 2:45 p.m.

Los High Tops– Stater Bros. Court St. Stage
Melodic "Surfabilly" trio from Northern California

3:00 p.m. – 3:45 p.m.

The Deadbeat Daddies – Stater Bros. Court St. Stage
Rockabilly music that will take everyone back to an era of hot rods and sock hops



- 4:00 p.m. – 4:45 p.m. *Mad Max and the Wild Ones* – Stater Bros. Court St. Stage
This family band blows away audiences with their renditions of Rockabilly favorites featuring some of the youngest performers ever on stage
- 5:00 p.m. – 5:45 p.m. *The Southerners* – Stater Bros. Court St. Stage
Female fronted Western Outlaw band with their own unique style of Rockabilly and early Americana
- 6:30 p.m. – 7:30 p.m. *Kim Lenz* – Stater Bros. Court St. Stage
This titian-haired singer-songwriter-guitarist is back to prove why she's the top modern Rockabilly songstress out there
- 8:00 p.m. – 9:00 p.m. *Deke Dickerson* – Stater Bros. Court St. Stage
Long time staple of Rockabilly music, Deke is known for his incredible guitar prowess as well as his smooth and melodic songwriting

Sunday, Sept. 19

- 12:00 p.m. – 1:00 p.m. *The Salas Brothers* – Stater Bros. Court St. Stage
From the group *Tierra*, this East L.A. group blends music of Rock, Pop, Jazz, R&B and Salsa
- 1:30 p.m. – 3:30 p.m. *Barela* – Stater Bros. Court St. Stage
The powerful brass sounds of the 70's & 80's live today in the R&B music of Barela

“Our entertainment line-up is sure to keep everyone on their feet dancing,” states JoAnn Webb, director of corporate relations for the Stater Bros. Route 66 Rendezvous, which is produced by The San Bernardino Convention & Visitors Bureau. “We’ve got everything from Southern Blues, to Surfabilly, to good old Rock ‘N Roll.”

The Rendezvous is California’s hottest cruisin’ classic car show that transforms the 35-blocks of historical downtown San Bernardino into an automotive extravaganza with 1,700 hot rods, classics and custom cars cruising. This event is free to the public who will enjoy the classic cars, music and entertainment, sponsor displays, legendary guests, contests and vendors.

Charitable contributions made by The Stater Bros. Route 66 Rendezvous include: The Boys and Girls Club of San Bernardino; the Elks Lodges of San Bernardino, Redlands and Riverside; the Route 66 Museums of Victorville and Barstow; the Public Safety Academy; the Neighborhood Cluster Association; Vietnam Veterans of America – Inland Empire; The Swans Club; Inland Young Marines and U.S. Air Force Recruiting Academy. The San Bernardino Convention & Visitors Bureau (SBCVB), producers of the Stater Bros. Route 66 Rendezvous, is a private, non-profit corporation providing destination sales and marketing services for the City of San Bernardino.

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