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**Break Out Your Cowboy Boots for the**

***30th Annual Downtown Hoedown* at Fremont Street Experience**

 ***Wrangler National Finals Rodeo official kick-off party on November 30***

 ***with free concerts from top country artists***

***Click to Tweet*** *(*[*http://ctt.ec/GdMz6*](http://ctt.ec/GdMz6)*): .@FSELV's 30th Annual #DowntownHoedown is on 11/30 w/ @OldDominion @SawyerBrownLive @craigcampbelltv @aaron\_watson @HIGHVALLEY & @jackmic!*

LAS VEGAS, NV – November 1, 2016 – Break out your cowboy boots for the ***30th Annual Downtown Hoedown*** at Fremont Street Experience taking place on Wed., Nov. 30 beginning at 4:30 p.m. Guests can celebrate the return of the annual Wrangler National Finals Rodeo to Las Vegas with the official kick-off party featuring free concerts from top country music talent for all to enjoy at the popular downtown destination. This year’s lineup will feature headlining performances from **Old Dominion** and **Sawyer Brown**,along with additional performances from **Craig Campbell**, **Aaron Watson**, **High Valley** and **Jackson Michelson** on Fremont Street Experience’s three stages.

***30th Annual Downtown Hoedown*** performance schedule:

4:30 p.m. – 5:30 p.m. *Jackson Michelson* on Main Street Stage

5:40 p.m. – 6:25 p.m. *High Valley* on 1st Street Stage

6:35 p.m. – 7:20 p.m. *Aaron Watson* on 3rd Street Stage

7:30 p.m. – 8:30 p.m. *Craig Campbell* on Main Street Stage

8:40 p.m. – 9:40 p.m. *Sawyer Brown* on 1st Street Stage

9:50 p.m. – 11:30 p.m. *Old Dominion* on 3rd Street Stage

“The 30th Annual Downtown Hoedown is the perfect party to jump-start the Wrangler National Finals Rodeo, and we invite everyone to enjoy a night out in downtown Las Vegas with free entertainment from top country artists,” said Patrick Hughes, CEO and president of Fremont Street Experience.

Previous performers at the annual Downtown Hoedown include hit artists like: Thomas Rhett, LoCash, Chris Janson, Cole Swindell, Joe Diffie, Montogomery Gentry, Tracy Lawrence, and more. All concerts are free and open to the public and parking is available at the Fremont Street Experience parking garage located on 4th Street just north of Carson Avenue.

The ***30th Annual Downtown Hoedown*** is sponsored by Crown Vanilla. The performances on Wed., Nov. 30 include:

**Old Dominion**

Proving that they are not your average country band, Old Dominion lend old-fashioned country charm, lyrical wit and rock n’ roll grit into radio-friendly hook-heavy pop nuggets. Old Dominion has emerged as one of the hottest breaking bands in country music, fusing clever lyrics and an infectious sound. The band released their first full-length album *Meat and Candy,* which *Entertainment Weekly* called a “deceptively smart, occasionally cheeky, stellar debut.” Old Dominion released their platinum two-week No.1“Break Up With Him” and RIAA certified gold hit “Snapback” prior to their third single “Song For Another Time,” which is climbing the charts now. They spent their summer on Kenny Chesney’s *Spread The Love Tour* and will headline their *Meat and Candy Fall Tour,* beginning Sept. 22, with 15 of the dates tapped as *Stagecoach Spotlight: Old Dominion Meat and Candy Tour;* the first-ever tour produced by the award-winning Stagecoach Music Festival. The ACM and ACCA Breakthrough Duo/Group of the Year are also nominated for two CMA Awards: Best New Artist and Vocal Group of the Year. Old Dominion consists of lead singer Matthew Ramsey, lead guitarist Brad Tursi, multi-instrumentalist Trevor Rosen, bassist Geoff Sprung and drummer Whit Sellers.

**Sawyer Brown**

With more than three decades of creating 50+ chart singles including country smash hits like “Some Girls Do,” “Step That Step,” “Thank God For You,” and their most recent single “We Got the Night,” Sawyer Brown is always on the move – on the road, on stage, and in their career. Having been described as “the Rolling Stones of Country Music,” Sawyer Brown bounds onto the stage night after night, delivering its own unique brand of high-energy entertainment, and the band remains a perennial favorite at fairs, festivals, theatres, and casinos. After twenty-three albums, 50+ chart singles, CMA, ACM, and CMT awards on the shelf, more than 4,500 shows and counting, and more than a million miles behind them, Sawyer Brown is still seeing the highway miles click by outside their bus window.

**Craig Campbell**

Craig Campbell has never taken a backseat to anything. He’s certainly never taken a backseat in his career as one of country’s brightest rising stars who launched onto the country music scene in 2011 and continues to exist in a perfect sweet spot between tradition and modernity. There have been bumps along the way for the Georgia-born artist, on his path from the small town of Lyons to Nashville's Music Row. But through hits like "Keep Them Kisses Comin’," "Fish" and "Family Man," plus countless shows, he's kept his eyes on his mission – to bring his fans true country music with a spin all his own, through timeless songs that tell his life story. And with his forthcoming debut project on RED BOW Records – flag-shipped by the earnest “Outskirts of Heaven,” which was co-written by Campbell – he is ready to share the next chapter: where that timelessness meets the here and now.

**Aaron Watson**

With the release of *The Underdog*in February 2015, Aaron Watson made country music history by becoming the first-ever independent artist to debut an album at #1 on Billboard Country Chart. This achievement was highlighted by the Country Music Hall of Fame in 2016 with an installation commemorating this milestone showcasing some of Aaron’s artifacts throughout his career that brought him to this place. Press continues to praise his music as well…”a proud country traditionalist” - Rolling Stone, “one of the few real cowboys left in country music” -iTunes, “puts the bite back into traditional country music” -Rolling Stone are a few of the rave reviews his brand of country music has received. In a world where country music at times seems to have lost its identity and roots, Aaron remains firmly committed to staying true to his music and the brand; the epitome of representing Texas, cowboy hats, buckles, and fiddles that have served country music and country music lovers for generations while always staying focused on the core values that have brought his unprecedented success to this point….faith, family, and fans.

**High Valley**

High Valley's major label debut single "Make You Mine" (Atlantic / Warner Music Nashville) is an exercise in balance and purity of expression. By combining their bluegrass roots with a modern pulse, brothers Brad and Curtis Rempel have created something that feels simultaneously fresh and timeless.

Beginning with a burst of turbocharged acoustic guitar, the tune builds momentum with a four- on-the-floor kick drum and rousing group choruses that beg to be shouted at full-volume. This energetic attack is mirrored by the determination and confidence in the lyrics, aimed at winning over a "soul miner's daughter." Also remarkable is how "Make You Mine" refuses to be overwhelmed by electric instrumentation, staying close to its acoustic core. That was a very conscious decision, according to mandolin player/harmony vocalist Curtis. "Even getting some buddies in the studio and just shouting out lyrics, bringing energy in that way instead of always defaulting to crunchy guitars and things like that," says Curtis. "That's what we're all about."

Earlier this year, Brad and Curtis played the song at the Grand Ole Opry and were fortunate to be accompanied in the hallowed circle by one of their biggest influences, Ricky Skaggs. Though Skaggs' early '80s heyday pre-dates either brother, they've been longtime fans since discovering him on the lone AM radio station they could receive growing up.

While their upbringing didn't exactly acquaint them with the *Billboard* 100, it’s that insulation that helped cement their musical ideals and love of simple, classic country, allowing High Valley’s music to feel simultaneously fresh and timeless. *Dear Life*, their major label debut releasing November 18 on Atlantic/Warner Music Nashville, is an album that fuses tradition with wide-eyed musical exploration, stays true to their family-first value system and celebrates resilient positivity.

High Valley learned to become skilled digital citizens, building an avid fan base that is actively involved in selecting the duo’s songs through the High Valley app and connecting with each other via social media. As a result, they have amassed more than 10 million song streams worldwide – including 5.75 million for lead single “Make You Mine,” which also represents the duo’s first Top 30 and climbing radio hit.

**Jackson Michelson**

Raised in Corvallis, Oregon, Jackson Michelson kicked off his country career on the West Coast, carving out a sound that blended the rootsy twang of the American South with the sunny, feel-good spirit of the Pacific Coast. Nashville — the official capital of country music — lay 2,300 miles to the southeast, but Michelson focused on his home turf first, building an audience of West Coast fans who were drawn to his high-energy shows and relatable songwriting. By the time he did move to Nashville, he'd already spent years on the road, growing his fan base show-by-show and earning a record contract with Curb Records in the process. Songs like "The Good Life," which has since become a popular track on SiriusXM radio, helped spread Michelson's music to new fans across the country. Now, with a record deal under his belt, Michelson is prepping for the next phase of his career.

***About Fremont Street Experience****Fremont Street Experience, a five-block entertainment district located in historic downtown Las Vegas features Viva Vision, North America’s largest video screen - 1,500 feet long, 90 feet wide and suspended 90 feet above the urban pedestrian mall. Viva Vision features nightly spectacular light and sounds shows with 12.5 million LED lights and a 550,000-watt sound system.  Fremont Street Experience is a one-of-a-kind venue that includes free nightly concerts and entertainment on three stages. SlotZilla, the world’s most unique zipline attraction, features the 850-foot long Zipline and the 1,750-foot long Zoomline as people launch from a 12-story slot-machine themed takeoff platform to fly under the Viva Vision canopy. With direct pedestrian access to 10 casinos, more than 60 restaurants and specialty retail kiosks, Fremont Street Experience attracts more than 14 million annual visitors. Fremont Street Experience can be found online at* [*www.vegasexperience.com*](http://www.vegasexperience.com)*.*

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