

PRESS INFORMATION



FOR IMMEDIATE RELEASE

Contact: Diane Hampton
Memphis in May/ Executive Vice President
DHampton@memphisinmay.org
901.525.4611 ext. 105
901.485.6828

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MATA EXTENDS TROLLEY HOURS FOR BEALE STREET MUSIC FESTIVAL

Memphis, TN...To accommodate Memphis in May festival goers, the Memphis Area Transit Authority (MATA) will extend trolley hours during the Beale Street Music Festival and other Festival events.

"With a large percentage of music festival consumers coming in from a 200 mile radius, it's important that travel downtown is accessible to those who stay in hotels and park in area lots, says Memphis in May President/CEO, Jim Holt. That's why our partnership with MATA is a key logistical element to successful events.

Starting on Friday, May 2nd trolley hours extend to 2:00 a.m. through Saturday, May 3rd. On Sunday, May 4th trolleys will run until 11:30 p.m. During the Beale Street Music Festival, one day trolley passes are \$3.50 and three day passes are \$8.00, both specials include unlimited travel.

For more information about trolley times or parking locations, please visit <http://www.matatransit.com/> or call 901.274.6282.

Honoring Turkey in 2008, Memphis in May International Festival is a month-long celebration. In addition to producing such premiere events as the Beale Street Music Festival, the World Championship Barbecue Cooking contest, and the AutoZone Sunset Symphony, Memphis in May produces extensive education, economic and international programs.

For additional information about any aspect of the Memphis in May International Festival please visit the official Memphis in May website at www.memphisinmay.org or call the Memphis in May office at 901-525-4611.

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