

Monster music fest Rocklahoma moves to Memorial Day Weekend



Jackyl lead singer Jesse James Dupree performs "The Lumberjack" during Rocklahoma near Pryor, Saturday, July 11, 2009. STEPHEN HOLMAN/Tulsa World

By JENNIFER CHANCELLOR World Scene Writer

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Rocklahoma organizers today announced that it will team with AEG Live, the world's largest producer of music festivals, to revamp the rock festival in 2010.

But first, perhaps the biggest news: The first major change is its date. Rocklahoma will be a three-day festival in 2010, moving from its former mid-summer dates to Memorial Day Weekend, May 28-30, 2010.

The multi-year agreement brings in AEG Live as "executive consultant," said Mark Nuessle, festival president and co-owner, in a press statement. The agreement includes reworking Rocklahoma in areas including talent booking, marketing, sponsorship, ticketing and festival operations, he said.

Look for a "more diverse" roster in 2010 and more "new active artists," in addition to classic rock and '80s metal icons, organizers said.

"In keeping with the vision that we set out to realize three years ago ... we need the strength of a major player in the live entertainment business behind us if we want to continue to grow Rocklahoma," said Nuessle.

Tens of thousands of metal music fans from all over the globe have attended the festival in recent years, located just north of Pryor.

"Mark and his partners have built something very special with this festival that more people need to see and experience," commented Joe Litvag, AEG Live senior vice president, in an emailed statement to the Tulsa World.

As for the new date, said Litvag: "We felt that by moving Rocklahoma into May, the festival could capitalize on more suitable weather for the fans as well as deeper artist availability by not directly competing with the U.S. summer touring season and European festival season."

For more information, visit www.rocklahoma.com.

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