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Contact Joely Blanton at (317) 334.3000
admin@columbiacountychampionshipfestival.com
<http://www.ColumbiaCountyChampionshipFestival.com>

Lynyrd Skynyrd to headline the first ever Columbia County Championship Festival, presented by Lifelock, during the 2013 Masters Week at Evans Towne Center Park

On Friday night, April 12th from 8:15 p.m. to 10 p.m. the legendary band Lynyrd Skynyrd will rock Evans Towne Center Park as the first annual Columbia County Championship Festival, presented by Lifelock, debuts just a few miles from Augusta National Golf Club during Masters Week.

(Evans, GA) **February 13, 2013** - The Columbia County Championship Festival, presented by Lifelock and jointly promoted by The Savor Society, Sports 1 Marketing, and Mullins Management will run from April 10-13, 2013 and feature Lynyrd Skynyrd as part of four days of programmed activities, including a free Kid's Day at the Park, two nights of concerts and other VIP events

Along with such classics as "Free Bird" and "Sweet Home Alabama", Lynyrd Skynyrd will bring their fiery slice of Southern style guitar rock heaven to Evans Towne Center Park on Friday April 12th with music from their newest release, *Last Of A Dyin' Breed*. Passionate, longtime members of Skynyrd Nation will find the band at the top of their game as *Last Of A Dyin' Breed* delivers instantly memorable songs, more hooks than a tackle box, and a blistering three-guitar attack at full power sure to continue the renewed vigor the band exhibited with their last album, 2009's *God & Guns*. From the raging guitars of the title track and the pounding, funky homage to local talent in "Home Grown" to the mind-blowing "Honey Hole," Lynyrd Skynyrd sound like young bucks having one hell of a good time, which, regarding the latter, founding member Gary Rossington says is very much the case. Led by core members Gary Rossington (guitar), Johnny Van Zant (vocals) and Rickey Medlock (guitar) and joined by bassist Johnny Colt (Black Crowes, Train) guitarist Mark "Sparky" Matejka (a "Nashville cat, just a pickin' fool," according to Rossington) and keyboardist Peter Keys, Lynyrd Skynyrd builds on the legacy that began over 35 years ago in Jacksonville, Florida.

"We are extremely excited to announce the legendary rock band Lynyrd Skynyrd as our headline act on Friday", says Jim Freudenberg, President & CEO of The Savor Society. "The team we have assembled is ready to produce a tremendous Festival for this community and event patrons to get excited about".

The Savor Society will be announcing the feature act for the Thursday night April 11th concert in the very near future, but this will be a special benefit concert with proceeds going to St. Jude Children's Research Hospital.

The Savor Society's multi-year contract with the County as well as its partnership with seasoned event sales and production companies including Sports1 Marketing and Mullins Management will ensure that the thousands of visitors attending The Masters Golf Tournament and the local community will enjoy additional events provided by the Columbia County Championship Festival during this exciting week in Augusta, GA for years to come.

Columbia County Commission Chairman Ron Cross says "the county is delighted to be working with Savor Society again this year to bring well-known artists to this region during Masters Week. Not only do we give the golf patrons a nice atmosphere to relax and enjoy food and entertainment, but we once again benefit children cancer research and treatment with our association with St. Jude's Children's Hospital." Community Events Manager, Stacie Adkins, is "excited that Savor Society will be utilizing Evans Towne Center Park with activities and nationally recognized musical talent, not only for Masters guests, but the citizens of Columbia County."

Lifelock, the nation's leading identity theft protection company, will be the Title Sponsor for the 1st Annual Columbia County Championship Festival. Lifelock's support of this festival has elevated the quality of each event during the week. "My relationship with Lifelock and their support of many ventures I have been involved in over the last several years has been a partnership that has worked extremely well for both parties", says Jim Freudenberg, President & CEO of The Savor Society. "To have a quality company with such a tremendous platform like Lifelock does really lends credibility to a new festival like ours."

Limited \$25 Early Bird tickets for Lynyrd Skynyrd are on sale now through Sunday, February 17th. You can purchase your tickets by visiting our website www.columbiacountychampionshipfestival.com or calling 1-877-987-6487. Regular ticket prices for Lynyrd Skynyrd will be \$40 in advance or \$55 at the door. Military discounts and two night Festival passes for both concerts are available on the website as well.

[LifeLock, Inc.](#) (NYSE:LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of [ID Analytics, Inc.](#), a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

For more information, please visit our website, <http://www.ColumbiaCountyChampionshipFestival.com>
Email us at admin@columbiacountychampionshipfestival.com, or call us at 317.334.3000.
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