STATE OF NEW YORK
OFFICE OF GENERAL SERVICES
John C. Egan, COMMISSIONER

Heather Groll - Public Affairs Office
(518) 474-5987
heather.groll@ogs.state.ny.us
http://www.ogs.state.ny.us

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OGS ANNOUNCES *AT THE PLAZA* SUMMER CONCERT AND FESTIVAL DATES

35th Annual Price Chopper Fabulous Fourth and Fireworks Festival to

Feature Herman's Hermits starring Peter Noone

New York State Office of General Services (OGS) Commissioner John C. Egan today announced the 2010 *At The Plaza* summer schedule of free concerts and festivals that will be presented at the Empire State Plaza in Albany.

"Despite the fiscal challenges currently faced by the state, OGS is thrilled that we are able to bring these popular family-friendly events back this year including the amazing Price Chopper Fabulous Fourth and Fireworks Festival," Commissioner Egan said. "Through the generous support of community sponsors, we are able to continue these free events which have become an important part of summer in the Capital Region, with no direct cost to the state."

"Price Chopper is proud to host its 35th annual Fabulous Fourth and Festivities at the Empire State Plaza in celebration of our country's freedom and independence," said Mona Golub, Price Chopper's VP Public Relations and Consumer & Marketing Services. "Our theme for July 4th, 2010 is 'C'mon Get Happy' which promises to delight audiences of all ages with activities for kids, breathtakingly visual athletic stunts, a wide variety of food vendors including Price Chopper's House of BBQ, regional and national musical entertainment on the main stage, headlined by Herman's Hermits starring Peter Noone, and a salute to our troops, crowned by the longest and best fireworks show of the year."

A complete listing of musical acts and entertainment for the concerts and festivals will be announced in the coming weeks.

The 2010 *At The Plaza* summer schedule is as follows:

At The Plaza Launch Party and Concert presented by SEFCU
Wednesday, June 30th
5 p.m. – 9 p.m.
Launch into summer At the Plaza with local rockers The Blue Machine and The Refrigerators.

Price Chopper's Fabulous 4th and Fireworks Festival
Sunday, July 4
3 p.m. - 10 p.m.
An Albany tradition, this annual holiday event features live music and fun for the whole family including games, giveaways, great food and craft vendors, and of course the best fireworks show in the region! Herman's Hermits starring Peter Noone, famous for such hits as *I'm Into Something Good*, *and Mrs. Brown You've Got a Lovely Daughter,* will headline the all-day event. This year's theme is "C'Mon Get Happy!"

GE's Kids Day
Sunday, July 18
Noon – 5 p.m.
Sponsored by General Electric, this is the place to be for kids of all ages. There will be fun, interactive activities that include bounce rides, arts and crafts and the ultra-cool GE Science Emporium where tomorrow's scientists are born! The Shushybyes bring their *Summer Dreamin' tour* to the GE Kid's Stage. Seen on BabyFirst TV, the Shushybyes entertain preschoolers with their innovative and imaginative music which inspires kids to look forward to nap time in a soothing, loving and imaginative way. Be sure to catch amazing acrobatics performed by Circus Theatrics (www.circustheatricks.com/) where each performance is packed with fun, magic, and wonder.

McDonald's African American Family Day
Saturday, August 7
Noon – 7 p.m.
Special musical guests, inspiring speakers and family-oriented activities will highlight the annual African-American Family Day celebration dedicated to embodying five community principles -family, love, peace, unity and respect. The day starts off with *Dance Off: A Tribute to Michael Jackson* where the kids of all ages are invited to show off their best beaded glove and moonwalk! 2 Deep Entertainment presents theatrical interpretations of *Dreams*, then local gospel vocalist, Antonia Brown will guide *the spirit* to the Plaza. The Community Stage, presented by the Frank Chapman Institute, Gospel Stage featuring Capital District choirs, children's activities, local service organizations and cultural and historical exhibits are just some of what you will experience at this wonderful event.

At the Plaza Food Festival
Wednesday, August 18
11 a.m. - 9 p.m.
Sample foods from around the region and around the world while grooving to the sounds of music on the main stage. This *At the Plaza* favorite features a Farmer's Market, Pride of New York vendors, and more than 50 specialty vendors serving up delicious lunch and dinner treats. Local hipsters, Super 400 (www.super400.com/) blaze into the dinner show with their classic-meets-alternative sounds. College radio heroes, The Smithereens (www.officialsmithereens.com) will headline the show with their pop-on-steroids hits like *Blood and Roses*, *A Girl Like You* and *Blues Before and After*. Front man Pat DiNizio, along with original members, Jim Babjak (lead guitar,) Dennis Diken (drums), and new bass guitarist Severo *The Thrilla* Jornacion, are the tightest band you'll hear all year. Recently, the band recorded two cover albums dedicated to the Beatles and The Who's rock opera *Tommy*. If we're lucky, they'll serve up a *Pinball Wizard* that even Pete Townsend would envy!

Hannaford Hispanic Heritage Celebration
Saturday, September 18
3 p.m. - 8 p.m.
Join the Capital Region Latino Parade as it winds its way into the Plaza to begin a day-long celebration kicking off Hispanic Heritage Month. This year's show promises to be spicy, so be sure to come to the Plaza and get your salsa on!

All of the *At The Plaza* events are FREE at the Empire State Plaza, Madison Ave., Albany. Free parking in the East Garage is also available.

For more information and performance updates on any of the above listed events, find the Empire State Plaza on Facebook at facebook.com\empirestateplaza, call the OGS Special Events Office toll free at 1-(877) 659-4ESP or visit our website at www.empirestateplaza.org.

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