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FELIX CAVALIERE'S RASCALS TO HEADLINE NEW YORK STATE'S FOURTH OF JULY CELEBRATION PRESENTED BY PRICE CHOPPER

Event to Feature Food, Family-Friendly Activities and the Capital District's Biggest and Best Fireworks Show

New York State Office of General Services Commissioner RoAnn M. Destito today announced New York State and Price Chopper are teaming up again to present New York State's 39th annual Independence Day celebration at the Empire State Plaza. With an exciting program filled with amazing performances, great food, activities for children, and the largest pyrotechnics display in the region, this year's festivities will run from 3 to 10 p.m. on Friday, July 4.

"We are excited to, once again, be partnering with Price Chopper to put on an event that has been an Albany tradition since 1976," Commissioner Destito said. "Based on past years' attendance, we know how important this celebration is to the community, and this year's incredible lineup of entertainment is sure to make it the best one yet."

"In 1976 we presented the first July 4 event at the plaza to celebrate the bicentennial and started what has become a treasured annual celebration of our nation's birthday," said Mona Golub, Price Chopper's Vice President of Public Relations and Consumer Services. "Thirty-nine years later we continue to take pride in partnering with New York State to provide this gift to our hometown region."

Helping to cap off the festivities will be a performance by renowned rock and rollers Felix Cavaliere's Rascals. Cavaliere earned his place in music history as the keyboard player and vocalist for the '60s pop/rock sensation, The Rascals. From 1965 through 1969, The Rascals were one of the biggest

groups in the country, with a string of hits including the Felix-sung “Good Lovin’,” “Groovin’,” “A Girl Like You,” “A Beautiful Morning,” and “People Got to Be Free.”

The day’s lineup of musical artists includes something for everyone, including a performance by Gedeon Luke and The People. Hailing from the streets of Memphis, soul music flows through Gedeon Luke’s veins in rainbow colored hues. His band, The People, features Troy’s very own Joe and Jack Daley and will crash through the boundaries of music and society, to bring love, peace and soul to the world.

New For This Year’s Celebration

In addition to bringing back some of the most popular Fourth of July activities, New York State and Price Chipper strive each year to keep this annual event fresh and exciting. New activities and performers this year will include:

- Watkins Glen International – A new sponsor for the event, Watkins Glen will bring a stock car and give away hats and lanyards.
- Silent disco with D.J. JoeE – Get on the dance floor or watch as people put on headphones and dance to the music in their heads.
- Miniature golf by FunPutt – A family favorite.
- Roaming singers from Capitaland Chorus of Albany - Quartets from this award-winning all women’s barbershop chorus will sing traditional favorites around the Empire State Plaza.
- Roaming magician – Eric Thee Illusionist, a seasoned magician who specializes in children’s magic will delight and amaze.
- Elvis tribute artist – Drew Dyal, otherwise known as DD King, pays homage to the King of Rock and Roll.

At this year’s festivities a big focus will be placed on keeping the plaza a family-friendly environment. Kids’ play areas will be located on both sides of the concourse to allow for wholesome family fun. The Family Fun Zone will be smoke and alcohol free and will feature pony rides, face painting, a small animal petting zoo, and bounce rides.

As has become tradition in recent years, Price Chopper’s House of BBQ will be “grillin’ tonight” on the plaza, selling several of its signature items, including Certified Angus beef burgers and Ball Park franks. Additionally, Spud Shack and Insane Fudge will be among new food vendors at this year’s event.

Plaza security will enforce its alcohol policy consistent with all other events and will not allow outside alcohol beverages, hard-sided coolers, or glass containers to be brought onto the plaza at any time of day. All bags and backpacks will be subject to search. Alcohol will be served by vendors to adults with proper identification.

This year's Fourth of July festivities will begin at the Empire State Plaza with live music kicking off on the main stage just after 3:30 p.m. (see program below) and will continue throughout the afternoon and evening with entertainment and other activities. The area's longest and most elaborate fireworks display will begin around 9:15 p.m.

Free parking is available in the visitor and "P" lots under the Empire State Plaza, the East Garage, and the Grand Street and Elk Street lots. For event updates, follow @plazaevents on Twitter or call (518) 474-0549. For additional information about Summer at the Plaza events, including directions and ground rules, visit www.ogs.ny.gov.

Sponsors include: Price Chopper, New York State Lottery, Saratoga Chips, Watkins Glen International, Oldies 98.3, Saratoga Water, Holiday Inn Express, and Albany.com.

(Grounds open at 2 p.m.; activities begin at 3 p.m.)

Events Schedule

3 p.m. Welcome & Naturalization Ceremony (main stage)

3:35 p.m. Black Rock Zydeco (main stage)

4:15 p.m. The Nellies (north stage)

4:45 p.m. The North and South Dakotas (main stage)

6:00 p.m. Gedeon Luke and the People (main stage)

7:15 p.m. New York State's Fourth of July Celebration Official Program (main stage)

7:45 p.m. Felix Cavaliere's Rascals (main stage)

9:15 p.m. Fireworks!

About Price Chopper

Based in Schenectady, the Golub Corporation owns and operates 135 Price Chopper grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The American-owned, family-managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub's 22,000 teammates collectively own more than 50 percent of the company's privately held stock, making it one of the nation's largest privately held corporations that is predominantly employee-owned. For additional information, visit www.pricechopper.com.

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