

FOR IMMEDIATE RELEASE

Downtown River Jam Continues to Celebrate NELA with Three Local Groups Performing in April! MONROE, La. (Press Release)- The Downtown River Jam, presented by the Jim Taylor Auto Group, returns Thursday, April 6th, from 6 to 9 PM. This free concert series is backed by the Downtown Monroe Alliance and it features three bands all hailing from Northeast Louisiana, including Astro Motel, Tito and the Fabulous Free loaders, and Jig the Alien! The performances will be held in Henry Bry Park on the Skent-N-Dent stage. Choice Brands will be offering free beer samples and the Main Street Eats on the Geaux food truck will be present serving up all kinds of delicious eats from boudin balls to meaty burgers and club sandwiches.

Astro Motel is a four piece Rocka-Boogie band from Monroe, LA. They are currently on tour, and recently came out with a CD. They just want to give people music to dance along to!

Tito and the Fabulous Free Loaders are formed from the remnants of successful cover bands in Northeast Louisiana (Idioteque, the Waterboys, and Garden District Grand Revival). They are excited to be a part of the resurgence of the NELA music scene. Now focusing on original material, their style is a blend of Alternative from the 80's, 90's, and today. The band is looking forward to cutting their first EP in mid-April which will be released sometime later this year.

Jig the Alien is a five-piece Rock band from Monroe, LA. They aim to bring a high energy musical experience for your earballs to enjoy, while getting you out of your seat and moving till you sweat!

The Downtown Monroe Alliance started the Downtown River Jam in 2010 to bring more entertainment to the Downtown area. The April 6th Downtown River Jam will be held in conjunction with the Downtown Gallery Crawl, hosted by the Downtown Arts Alliance on the first Thursday of every even month. Both the Downtown Gallery Crawl and the Downtown River Jam are always free events for the public.

Downtown Monroe Alliance would like to thank the following DRJ sponsors for their support: Jim Taylor Auto Group, Skent-N-Dent, Choice Brands, City of Monroe, DeltaStyle, Doe's Eat Place, James Machine Works, JJ's Entertainment, Kepper Trucking & Dirt, Lagniappe Broadcasting, Lamar Advertising, Lulu's Landscaping, Matt's Music, O'Nealgas, Portico Monroe, Progressive Bank, Spherion Staffing, SQ's on the Ouachita, and The Radio People.

For more information about the Downtown River Jam Concert Series or the Downtown Monroe Alliance, visit www.downtownmonroe.org.

The Downtown Monroe Alliance/ Monroe Main Street is a 501©3non-profit established to make Downtown Monroe the vibrant heart of the city. DMA follows the Main Street 4-point approach. Some of the past projects of DMA are the facelift of Bry Park, crosswalk project, planters on Art Alley, trash cans added to Desiard Street, Downtown River Jam, and marketing the businesses, events, and projects of downtown.