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Farm Aid Announces Stellar Festival Lineup
Willie Nelson, Neil Young, John Mellencamp, Dave Matthews and Tim Reynolds to be joined by Gregg Allman, The Allman Brothers Band, Counting Crows, Matisyahu, Guster, The Derek Trucks Band, Warren Haynes, Supersuckers, The Ditty Bops, and Montgomery Gentry at Farm Aid 2007: A HOMEGROWN Festival

Somerville, Mass. — Farm Aid today announced the details of the lineup for its first concert event in New York. Artists representing a variety of genres are slated to join Farm Aid board members Willie Nelson, Neil Young, John Mellencamp and Dave Matthews on Sunday, September 9 at Randall's Island in New York City for the day-long festival. The show will promote food from family farmers and raise funds for Farm Aid's work throughout the year to strengthen family farm agriculture.

Among the artists who will perform at Farm Aid 2007: A HOMEGROWN Festival are Tim Reynolds, who will join Dave Matthews, Gregg Allman, The Allman Brothers Band, Counting Crows, Matisyahu, Guster, The Derek Trucks Band, Warren Haynes, Supersuckers, The Ditty Bops and Montgomery Gentry. Willie Nelson, Neil Young, John Mellencamp, Dave Matthews and Tim Reynolds and The Allman Brothers Band are scheduled to play full sets.

"Thanks to a warm welcome from Mayor Bloomberg and New Yorkers, Farm Aid is bringing the annual concert to New York for the first time in 22 years," said Carolyn Mugar, Farm Aid's executive director. "With inspiring music from generous artists and a menu of family farm food, Randall's Island will be transformed into a music festival to be remembered."

Farm Aid 2007: A HOMEGROWN Festival will feature a full day of music, an abundance of family farm food vendors, and hands-on, interactive exhibits with farmers and activists that inspire living a homegrown life. For the first time at a major concert event, the goal is to serve 100 percent local, organic, humanely-raised and family-farmed food.

Tickets for Farm Aid 2007: A HOMEGROWN Festival are available at all Ticketmaster outlets, online at *www.ticketmaster.com*, or by calling (212) 307-7171, (631) 888-9000 or (203) 624-0033. Ticket prices are $52 for general admission, $102 for reserved seats and $302 for VIP reserved seats. The VIP package includes catering in an exclusive area and other amenities.

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A limited number of premium seats and VIP packages are also available for charitable sale at *www.tickets-for-charity.com.* Fans may access these seats at face value plus a donation, which is directed to Farm Aid.

Farm Aid fans also have the chance to win front row seats, airfare and hotel accommodations for Farm Aid 2007: A HOMEGROWN Festival at *www.topofthehaystack.com*.

Farm Aid 2007: A HOMEGROWN Festival is sponsored by Silk Soymilk, Horizon Organic, Fields Family Foundation, Chipotle, Whole Foods Market, Citizens Energy, Chevy, Organic Trade Association, New Hope Natural Media, Clif Bar, Organic Valley Family of Farms, Niman Ranch and Annie's Homegrown.

The most efficient way to get to Randall's Island is to catch the ferry, bus or train. For bus and train information visit *www.mta.info/nyct* or call (718) 330-1234. For ferry information visit *www.nywaterway.com/event/randalls.shtml* or call 1-800-53-FERRY.

Farm Aid's mission is to build a vibrant family-farm centered system of agriculture in America. Farm Aid artists and board members Willie Nelson, Neil Young, John Mellencamp and Dave Matthews host an annual concert to raise funds to support Farm Aid's work with family farmers and to inspire people to choose family-farmed food. Since 1985, Farm Aid has raised over $30 million to support programs that help farmers thrive, expand the reach of the Good Food Movement, take action to change the current system of industrial agriculture and promote food from family farms.

Media Note: Advance credentials are required for all media to attend Farm Aid 2007: A HOMEGROWN Festival. Please visit *www.farmaid.org/media* by Aug. 24, 2007 to apply. To download photos from previous Farm Aid benefit concerts, visit *www.farmaid.org/media*.