



## **PRESS RELEASE**

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**For Immediate Release**

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### **LOCK 3 CELEBRATES LAST WEEKEND OF CONCERT SEASON WITH PETER NOONE, CUPCAKES AND TENTH ANNIVERSARY GIVEAWAYS**

The City of Akron celebrates the 10<sup>th</sup> anniversary season of its Lock 3 amphitheater this weekend with giveaways, discounts and the appearance of “Herman’s Hermits Starring Peter Noone” Saturday night.

***Because of the uncertainty surrounding the path of the remnants of Hurricane Isaac, city officials have made plans to move the special celebratory concert inside the Akron Civic Theatre in the event of rain. (Notification of any change in venue will be posted on the Lock 3 website, Facebook page, the Downtown Akron website and on local radio stations\*)***

“We made a decision to book Peter last year,” said Deputy mayor Dave Lieberth. “He has a solid following of “Nooneatics” in northeast Ohio.”

Noone will be making his fifth appearance on the Lock 3 Stage. Herman's Hermits have performed more times at Lock 3 than any other national artist, playing the Akron General Stage in 2003, 2005, 2008 and 2010.

Music begins at 7:00pm with "Aftermath," a Northeast Ohio band. Admission to the Saturday concert is \$10. Cash purchases are made at the Lock 3 gates. Children under 48 inches tall are always admitted free to Lock 3.

The 2012 season has attracted 172,000 concert-goers. With more than 30 concert nights, five festival weekends, and 35 community fund-raising events, this season's total attendance exceeds 200,000.

### **Celebrating Lock 3's 10<sup>th</sup> anniversary**

To celebrate its 10<sup>th</sup> Anniversary, Hattie's Bakery on Main Street is making 1,000 cupcakes to give away to guests at Lock 3 Saturday night.

The first 300 guests Saturday will receive a complimentary souvenir Lock 3 drinking glass, which will also be available for purchase at a reduced price of \$1, and tenth Anniversary Lock 3 T-Shirts will be on sale at reduced prices as well.

The special 10<sup>th</sup> anniversary cocktail, "Lock 3 Monster," will be available at a reduced price of \$4.

### **Local band Showcase Awards \$5,000 in prizes**

This anniversary season, Lock 3 audiences have been able to vote for their favorite local band at weekend concerts. Ballots are collected each night and will be tabulated Tuesday, September 4 when eight finalists will be announced.

From the finalists, voters will be asked to select their favorite local band by going to the [www.lock3live.com](http://www.lock3live.com) website between September 4 and Monday, September 16. Winners will be announced on the Tim & Christi radio show on WONE, Tuesday, September 18. Finalists are assured of winning a prize:

Four runners-up will receive \$250 each;

Two 3<sup>rd</sup> place winners will get \$500 each;

One 2<sup>nd</sup> place prize of \$1,000 will be awarded; and,

The winning band will receive a check of \$2,000, courtesy of Cayman Jack Margarita and Mike's Hard Lemonade.

### **Summer Season Photo Contest Wraps-up With Winners**

Each week since Memorial Day, Lock 3 guests have been invited to submit photos of their concert or festival experiences, and send them to Lock3's Facebook page or [lock3photocontest@gmail.com](mailto:lock3photocontest@gmail.com). Weekly winning photos have been posted to the site, with winners receiving a Sony Cybershot Camera from Campus Camera & Imaging of Kent. Next week, judges will select the best photo of the season and award the winner a \$250 gift certificate.

### **Lock 3 Sponsors Make Free and Low Cost Entertainment Possible**

Again in 2012, Akron General has been the Stage Sponsor of Lock 3, with additional underwriting from the John S. and James L. Knight Foundation and the University of Akron. Other sponsors include Tramonte Distributing, Coca Cola, Hitchcock-Fleming, Miller's Rentals, and G. Stephens, Inc. Lock 3's Saturday "Legends" Series has been sponsored by Merrill Lynch Wealth Management.

### **Lock 3 History**

Since 2003, Lock 3 has hosted over 1.6 million visitors, with over 500 musical performances. Over 200 special community events have raised over \$1 million for charities.

Complete concert and event information will be posted as it becomes available at [www.lock3live.com](http://www.lock3live.com)

**\* IN THE EVENT OF RAIN, NOTIFICATION OF CHANGE IN VENUE WILL BE MADE AS FOLLOWS:**

[www.lock3live.com](http://www.lock3live.com)

[www.downtownakron.com](http://www.downtownakron.com)

Facebook, Lock 3, Akron

WONE-FM, WKDD-FM

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