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## **A Little Bit Country...A Little Bit Rock n' Roll... And A Whole Lot of Great Music Headlines the Concert Entertainment at the Third Annual Bradenton Area River Regatta**

**BRADENTON, FL**—One of the staples of the annual Bradenton Area River Regatta is the varied musical lineup featured throughout the all-day, all-free event, and the entertainment for this year's festivities continues that outstanding tradition.

Featuring a little country, a little rock n' roll, and some of the best local talent in Manatee County, the entertainment on the stages in Palmetto and Bradenton is sure to impress.

Country music's Southern origins and deep roots in Florida make this year's signature act in Palmetto a much-anticipated event. The Zac Brown Tribute Band (ZBTB), the premier tribute to the chart-topping Zac Brown Band, will headline the music at the Palmetto Concert Stage, presented by Synovus, which is located near the Green Bridge.

With 12 number-one singles and three GRAMMY wins, the Zac Brown Band is one of the hottest names in the music business, and ZBTB is the first and most authentic tribute band to replicate their recorded music and live show. Not only does ZBTB capture the sound and creativity of the Zac Brown Band but it brings a similar atmosphere of family to its shows while engaging the audience in a way that is all its own.

Across the river, a unique mix of two musical genres intertwine at the Bradenton Concert Stage presented by Synovus for a sweet, soothing blend of melody and lyrics called Yacht Rock. The Nashville Yacht Club Band (known as N.Y.C.), one of the premier "yacht rock" groups, performs such classics as The Doobie Brothers' "What A Fool Believes;" Christopher Cross' "Ride Like The Wind;" and Kenny Loggins' "Heart To Heart." Mostly limited to that 1975-1985 era of yacht rock lore, spectators will hear the smooth, timeless classics come to life.

"Nashville Yacht Club was created to bring the party," said Lead Singer Chris Belew (of NBC's "The Voice" fame). "With the help of the great music commonly known as 'yacht rock,' we are thrilled to have the opportunity to introduce ourselves to Bradenton for their third annual River Regatta. By bringing these songs that everyone knows and loves to Bradenton, we plan to have a really fun show...plan on dancing and singing along!"

Throughout the day, local bands that Bradenton area music fans know and love will perform at both stages, including Bradenton's Sam Woolf of American Idol fame. Also performing on the Bradenton Stage are several artists from the Del Couch Music Foundation. Local music favorites in Palmetto include Soul R Coaster, Zebron and James, and Soul Circus Cowboys.

—more—

**add one . . .musical entertainment for third annual Bradenton Area River Regatta**

Complete details of all Regatta activities are available at: [bradentonarearegatta.com](http://bradentonarearegatta.com). Follow all the fun and activities on Facebook: [www.facebook.com/RiverwalkRegatta](https://www.facebook.com/RiverwalkRegatta).

The 2017 Bradenton Area River Regatta is sponsored by Manatee Memorial Hospital, Synovus Bank, Budweiser, Pittsburgh Pirates/Bradenton Marauders, Sarasota-Bradenton International Airport, Mosaic, Heli Aviation, University of South Florida, Gold Coast Eagle, Pier 22, Riverhouse Reef & Grill, Regatta Pointe Marina, Workforce Business Services (WBS), US Foods, Courtyard Marriott Bradenton Riverfront, Anna Maria Oyster Bar, Bradenton Herald, SRQ Media, 10 News WTSP, Q105.9 FM, 99.5 QYK, Spectrum.

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***The Bradenton Area River Regatta is produced and managed by ISM/USA—a sports event management and marketing firm with offices in Pittsburgh, PA and Lakewood Ranch, FL.***

***About the Bradenton Area Convention & Visitors Bureau:***

*The Bradenton, Anna Maria Island and Longboat Key area is located on Florida's West Coast between St. Petersburg and Sarasota. It is bordered on the north by Tampa Bay, and to the west by the Gulf of Mexico. Easy to get to, but off the beaten path, filled with "Old Florida" ambience brimming with opportunities to experience Florida at its most real and authentic, the Bradenton/Anna Maria Island/Longboat Key area is a part of the state worth discovering and exploring again and again. For more information, please visit [www.bradentongulfislands.com](http://www.bradentongulfislands.com).*

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