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DESTINATION AMERICA ANNOUNCES GRAMMY AWARD-WINNING BAND
THE MAVERICKS FOR UPCOMING “RED, WHITE AND YOU” FESTIVITIES
IN FAYETTEVILLE, NC AND UNION BEACH, NJ

*-- Communities Awarded with a Memorable Fourth of July Celebration
Featuring Local Music, Kids Activities, Food, and Fireworks --*

(Silver Spring, Md.) – [Destination America](http://DestinationAmerica.com), the only television network that celebrates the people, places, and stories of the U.S., has lined up a spectacular party for the two winning towns of the [RED, WHITE AND YOU](http://RedWhiteAndYou.com) contest – Fayetteville, NC, and Hurricane Sandy-ravaged Union Beach, NJ – headlined by country-steeped garage band [The Mavericks](http://TheMavericks.com). Most recently highlighted during this year’s nationally televised CMT Awards, the band will be the featured musical act at both **RED, WHITE AND YOU** events, with Union Beach scheduled for July 3 and Fayetteville on July 4.

“We’re thrilled to have The Mavericks, a band known for being one of the most exciting live performers, as part of the festivities in both of these worthy communities,” said Marc Etkind, general manager for Destination America. “Their infectious vibe paired with the activities, food, and fireworks display will no doubt leave a lasting impression and, hopefully help strengthen the spirit, patriotism, and tradition of this all important holiday – America’s birthday – in Union Beach and Fayetteville!”

“We couldn’t be more thrilled with the opportunity to play for these two outstanding communities on this special occasion. We’re honored to have been invited, and look forward to celebrating with everyone,” said Raul Malo, lead singer of The Mavericks.

Additional planning is in the works for each city to enjoy a tailor-made celebration. Union Beach will be treated to BBQ from stars of Destination America’s hit series, **BBQ PITMASTERS**, with both [Myron Mixon](http://MyronMixon.com) and [Tuffy Stone](http://TuffyStone.com) confirmed to be on location. **LAST CALL FOOD BRAWL** host [Adam Gertler](http://AdamGertler.com) (*Next Food Network Star*) will be master of ceremonies in both towns. In Fayetteville, and in partnership with Time Warner Cable, there will be a more patriotic nod to our country’s armed forces: the 82nd Airborne Division Chorus will perform after a traditional Posting of the Colors and remarks from Maj. Gen. Jeffrey N. Colt, deputy commanding general, XVIII Airborne Corps and Fort Bragg.

Destination America partnered with national weekly magazine USA WEEKEND for the first-ever **RED, WHITE AND YOU** contest, awarding two deserving communities a one-of-a-kind Fourth of July celebration. Launched in March, the

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contest asked folks across the country to put their patriotism on display to prove why their respective towns were most deserving of an over-the-top Independence Day party. With more than 3,500 entries, the two grand prize winners proved to be very worthy communities: Union Beach, NJ, a coastal town still recovering from the devastation of Hurricane Sandy, and Fayetteville, NC, a community which zealously supports its military partners at Fort Bragg. Five runner-up towns were also awarded \$1,000 each to be used toward one of the following local organizations: Parks and Recreation Department, YMCA/YWCA, or Habitat for Humanity.

ABOUT THE MAVERICKS

Forget the GRAMMYS, the CMA and ACM Awards for prestigious things like *Vocal Group* and *Album of the Year*. Never mind the sold out shows in England's Royal Albert Hall or taking country to places the genre had never been. With a Cuban-American lead singer, garage band ferocity, an intense live show and a deep love of both romance and pure country to go with the polyrhythmic beats The Mavericks were raised on, they were unlikely superstars. Yet, The Mavericks distilled country's essences, bulked them up with a big, raucous sound, then broke ground for the format that saw people from all walks of life, many cultures and some surprising places lining up for hits like "Here Comes The Rain," "Crying Shame," "Dance The Night Away" and "All You Ever Do Is Bring Me Down."

Twenty years later, the little band that could returns, more soulful and innovative than ever. Again drawing on myriad influences – from Buck Owens' tonk to Roy Orbison's heartbreak, Ravel's eroticism to Buena Vista Social Club's infectious rhythms, Patsy Cline's brazen emotion and that little "Mavericks' magic." For their first sessions in almost a decade, it was spontaneous combustion; literally, the band falling into step with the euphoria they were known for. And they built quite an album from there. The Mavericks released their first album, *IN TIME*, on The Valory Music Co. on February 26.

ABOUT USA WEEKEND

USA WEEKEND Magazine is the national weekly that empowers America to start taking action every weekend, with 22.6 million circulation and 50 million readers in print and online. Awarded for its journalism and design, USA WEEKEND is an action based news source for people throughout the country who look for real stories behind change and a source for American families to find food, health, family and celebrity information. USA WEEKEND is a Gannett Co., Inc. (NYSE: GCI), publication. Find us on Twitter and Facebook and visit usaweekend.com.

ABOUT DESTINATION AMERICA

Destination America is the only network to celebrate the people, places, and stories of the United States. The inclusive network targeting Adults 25-54 is available in 60 million homes, emblazoning television screens with the grit and tenacity, honesty and work ethic, humor and adventurousness that characterize our nation. Destination America features travel, food, adventure, home, and natural history, with original series like *BBQ Pitmasters*, *A Haunting*, *Epic*, and *Buying Alaska*. For more information, please visit DestinationAmerica.com, facebook.com/DestinationAmerica, or twitter.com/DestAmerica. Destination America is part of Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 218 countries and territories.

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