

**FOR EMBARGOED RELEASE ON TUESDAY, OCTOBER 18 AT 10:00 A.M. CT:**



## **FORTRESS FESTIVAL ANNOUNCES INAUGURAL TWO-DAY MUSIC FESTIVAL APRIL 29-30, 2017, IN FORT WORTH, TEXAS**

**FORT WORTH, TX (OCTOBER 18, 2016)** – Fortress Presents, in partnership with the Modern Art Museum of Fort Worth is excited to unveil initial details surrounding the debut of **Fortress Festival**, a brand new premier **music festival for North Texas**. The inaugural weekend event will take place on **April 29 & 30, 2017**, in **Fort Worth's internationally renowned Cultural District**.

Fortress Festival will offer local residents, as well as music-lovers from across the country a **new two-day event celebrating music and culture**. Taking place in the highly respected Cultural District of Fort Worth, the first year fest will welcome to North Texas internationally-acclaimed headliners alongside some of today's hottest up-and-coming music acts, as well as a variety of local artists and boundary-testing musical pioneers.

The **Modern Art Museum of Fort Worth** will serve as an official venue and promotional partner for the first year event. The festival will include **two stages**, one on the grounds of the Will Rogers Memorial Center and another on the reflecting pond at the Modern Art Museum of Fort Worth.

In addition to music, festival programming will take advantage of the diversity of venues available to create a cultural experience that will include multiple creative disciplines. Fortress Festival will provide North Texas with a festival comparable to any other major metropolitan area, while pushing the overall festival experience into new frontiers for festival attendees of all ages.

Fortress Festival marks a milestone for **the Fortress Presents team**, a Fort Worth-based independent production and promotions company founded last year by Fort Worth native Alec Jhangiani, along with Ramtin Nikzad who also grew up in North Texas. Until their departure in June 2015, Alec and Ramtin previously helped establish the Lone Star Film Festival as well as the Lone Star Film Society, a 501(c)(3) non-profit organization that exists to cultivate an appreciation and understanding of the moving image as an art form and to showcase the City of Fort Worth to the world.

The Fortress Presents team is also collaborating with **Margin Walker Presents**, the team behind the eagerly anticipated inaugural Sound on Sound Fest this November, to lead in artist booking for the festival. The team at Margin Walker Presents has over sixty years of combined experience in talent buying for venues and festivals, including nearly 18 venues in the DFW area such as The Bomb Factory, Trees, and Three Links. Over the past decade, the promoters at Margin Walker have been the talent buying team behind some of the best and most diverse festivals and shows in Texas, including countless performances from rock and rap to folk and electronic, comedy to action sports, and beyond.

The Fortress Presents advisory board includes a number of experienced music industry veterans, including **Graham Williams, who currently heads up the Margin Walker Presents team and previously helped to found Transmission Events.** The Board also includes **Zeke Hutchins from Mick Management,** who oversees a variety of acclaimed music acts, including Fort Worth's own Leon Bridges, as well as Sharon Van Etten, Deer Tick, Maggie Rogers, and more; as well as **Dawson Ludwig, who is the General Manager at Noise Pop Industries** which helps to produce some of the West Coast's most beloved music festivals including Treasure Island Music Festival and Noise Pop Festival.

Fortress Festival will be announcing the initial music lineup, along with other Festival details in the coming months. Additionally, stay tuned as GA and VIP weekend and single-day tickets also become available for purchase.

For more information on the inaugural event, please visit [www.FortressFestival.com](http://www.FortressFestival.com). Make sure to follow Fortress Fest on Facebook at [www.Facebook.com/FortressFestivalTX](http://www.Facebook.com/FortressFestivalTX), as well as on Instagram, Twitter and Snapchat at [@FortressFest](https://www.instagram.com/FortressFest) for updates and special promotions. The Festival's official hashtag is **#FortressFest**.

###

#### **ABOUT FORTRESS FESTIVAL:**

Founded in 2016, Fortress Festival is a new premier music festival for North Texas. The inaugural two-day festival will take place on April 29 & 30, 2017 in Fort Worth's Cultural District. The festival is a partnership between Fortress Presents and The Modern Art Museum of Fort Worth. For more information, please visit [www.FortressFestival.com](http://www.FortressFestival.com).

#### **ABOUT THE MODERN:**

Chartered in 1892, the Modern Art Museum of Fort Worth is the oldest art museum in Texas and one of the oldest museums in the western United States. A new home for the museum, designed by the world-renowned architect Tadao Ando, opened in 2002 and features 53,000 square feet of gallery space, a 5,600-square-foot education center, and a state-of-the-art auditorium. The collection is comprised of nearly 3,000 objects, including paintings, sculptures, videos, photographs, and prints. The majority of works in the collection are dated between 1945 and the present. All major, international movements are represented, including Abstract Expressionism; British, German, French, and American Pop; Color Field Painting; Minimalism; Conceptualism; Post-Minimalism; New Image Painting, and Neo-Expressionism. For more information, please visit [www.TheModern.org](http://www.TheModern.org).