



MEDIA ALERT: THE TEXAS TORNADOS AT SXSW 2010

The Texas Tornados bring their legendary groove back to SXSW with an official festival showcase on Friday, March 19 and Videoranch 3D performance on Saturday, March 20

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(dateline – Austin, March 2010; source: Juice Consulting LLC) – The Texas Tornados are appearing at SXSW Music Festival this week after their March 2 launch of *Esta Bueno*, their first album in over a decade. With a Number One debut on the Coalition of Independent Music Stores (CIMS) chart, the Bismeaux Records-released album featuring **Augie Meyers** and **Flaco Jiménez** and the son of **Doug Sahm, Shawn Sahm** includes five previously unreleased vocal performances from **Freddy Fender** and has received nationwide critical acclaim.

The band is lined up for several appearances during SXSW in Austin this year. Here are the events:

Wednesday, March 17: The Texas Tornados will perform live at **9 a.m.** on KGSR broadcasting live from the lobby lounge of the Four Seasons Hotel.

Friday, March 19: The band will perform an official SXSW showcase at **Kenny Dorham's Backyard** located at 1106 E. 11th Street. The Tornados hit the stage at **10 p.m.** All SXSW-credentialed media are invited. Please RSVP to the email below if you plan to attend.

Saturday, March 20: A LIVE performance for the Global Zone Music Festival in **Videoranch3D** is taking place at **2 p.m. CST**. This real-time performance will be attended by a worldwide virtual audience via Videoranch3d – a 3D virtual world on the Internet. There will be no geographic limits to attendance as viewers may simply log on from anywhere to see the show for free. To access the Festival calendar, please visit www.videoranch3d.com/calendar.html. To attend the show, high-speed internet access is required and further instruction is available via this link: <http://www.videoranch3d.com/instructions.php>. The Tornados will actually be able to see the viewers' Avatars and read their comments.

Media note: The Tornados will be available for **in-person media interviews** between **10 and 11:30 a.m.** on **Saturday, March 20** at the Videoranch in Austin. For interview requests that day, to RSVP for the SXSW showcase or Videoranch 3D performance itself, please email heather@juiceconsulting.net

Please see www.thetexastornados.com for more information.

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