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**Greenville's 2009 Euphoria Festival Announces
Music Lineup**

Edwin McCain Headlines Euphoria's Musical Experience

GREENVILLE, S.C. (August 21, 2009)- - Euphoria, Greenville's annual celebration of food, wine and music, is pleased to announce the 2009 lineup of musicians that will join cofounder and headliner Edwin McCain for the festival. Heading music events at this year's festival include the Taste of the South with Edwin McCain and friends on Friday, September 18 at the Peace Center Amphitheatre and the Jazz Brunch, presented by SCBT, with Mark Rapp and Don Braden on Sunday, September 20 on Main Street at Broad. Tickets are available now at www.euphoriagreenville.com. Prices for Euphoria tickets range from \$45 for individual event tickets to \$950 for a full-weekend VIP all-access pass.

Euphoria seeks to present a first-class, multi-day event for food, wine, and music lovers that raises funds for charities while promoting tourism and enhancing the reputation of Greenville, S.C. as a premiere culinary and performing arts destination. For more information, please visit www.euphoriagreenville.com

Edwin McCain is a platinum-selling singer/songwriter, Greenville native and cofounder of Euphoria. His performance at Euphoria is his signature, exclusive performance for the Greenville area, and the 2009 concert comes in advance of his new album that will be released early in 2010. Since his 1993 debut, Edwin has garnered the attention of millions with the top 10 smash "I'll Be," and the Diane Warren-penned top 40 hit "I Could Not Ask For More." In May 2005, Edwin performed "I'll Be" on The Dr. Phil Show, which was voted the "Best Wedding Song" by over one million viewers. For more on Edwin McCain and to hear his music, please visit <http://www.edwin.com/>.

Don Braden is an award-winning saxophonist, composer and educator who has toured the world with such jazz greats Betty Carter, Wynton Marsalis, Tony Williams, Freddie Hubbard and Roy Haynes. He has composed music for everything from duos to full symphonic orchestras, and worked for several years as composer for Bill Cosby for "The Cosby Show" and Cosby's Nickelodeon show "Little Bill". He is also a world-renowned educator, having spent over a decade giving master classes at countless schools and universities and running first-class educational programs such as the Litchfield Jazz Camp and Wachovia Jazz for Teens. His latest CD release *Gentle Storm* reached #4 on the JazzWeek national jazz radio chart.

Mark Rapp is a jazz trumpeter and composer and didgeridoo artist who was named a "top emerging trumpeter" by Downbeat Magazine. He has been featured on the Travel Channel, has played with such artists as Branford Marsalis and Hootie and the Blowfish and has recently recorded with Gerald Clayton and fellow Euphoria performer Don Braden. Currently, Mark resides in Geneva, Switzerland and New York, N.Y. and is constantly performing in support of his critically acclaimed debut record *Token Tales*, which charted #20 on the Jazz Week Charts. For more on Mark Rapp, or to sample the music, please visit <http://www.markrapp.com/>.

Anders Osborne is a Grammy-winning songwriter and singer. A native of Sweden, Anders has played throughout Europe, North Africa, the Middle East, Asia and the United States. He settled in New Orleans in 1985 and still calls Louisiana home. Since 1994, Anders has been working as a professional songwriter in Nashville. Keb' Mo's 1998 Grammy award-winning album *Slow Down* featured two songs co-written with Osborne, and his song *Watch the Wind Blow By* was recorded by country music star Tim McGraw, staying at #1 on the country charts for 2 weeks and selling over 3 million albums. To learn more about Anders Osborne and hear his music, please visit <http://www.myspace.com/andersosbornenola>.

While Euphoria exposes local, national, and international visitors to the high quality of music and culinary arts being performed in Greenville, South Carolina, it also exists for charities. Euphoria is organized and presented by Local Boys Do Good ("LBDG"), a non-profit organization exempt from taxation under Section 501(c)(3) of the Internal Revenue Code. All net proceeds from Euphoria are distributed by LBDG through direct grants to other charities – mostly in upstate South Carolina – that focus on providing sustenance to those in need (food, hunger, and health), educating (through music, performing arts, or otherwise), or supporting children. Since its inception in 2006, LBDG has received more than 100 grant applications and requests and given more than \$100,000 in grant funds. To learn more about the recipient organizations, please visit www.euphoriagreenville.com.