

## 1989 Budweiser Superfest Celebrates Ten Years of Music and Memories



ST. LOUIS -- The 1989 edition of the Budweiser Superfest, a sizzling 14-city tour of some of the nation's hottest rhythm and blues artists, was launched in mid-June with a major concert at RFK Stadium in Washington, D.C.

While the Budweiser Superfest is among the most popular summer concert tours in America, the first Budweiser Superfest tour in 1980 played in just two cities.

Some of the performers featured then were the O'Jays, Ashford and Simpson, Rick James, Teddy Pendergrass and Smokey Robinson. In 1981, the tour expanded to larger venues, like the Meadowlands and

the Houston Astrodome, and included more performers, such as Stephanie Mills, Sister Sledge, and MAZE featuring Frankie Beverly.

And the attendance has grown to more than 400,000 concert-goers for the 1988 Superfest tour.

The decade-long appeal and popularity of the Budweiser Superfest is such that it is now among the largest rhythm and blues concert tours in America.

This summer, the Budweiser Superfest will tour 14 cities and will feature such outstanding talents as Guy, New Edition, Bobby Brown, Stephanie Mills, Karyn White, and Patti LaBelle, to

name just a few.

"The Budweiser Superfest has grown from just a couple of dates to a national tour that hundreds of thousands of fans consider a traditional staple of the summer concert scene," said Carol Kelleher, director of the Anheuser-Busch Entertainment Marketing Group. "The longevity of the Budweiser Superfest is a reflection of its popularity among fans all across the country."

The 1989 Budweiser Superfest will celebrate its 10th year with a concert in Las Vegas on Sunday, July 2 at the Thomas and Mack Center on the campus of UNLV.

The Las Vegas concert will feature New Edition, Guy and M.C. Hammer.

The Budweiser Superfest is sponsored by Budweiser, The King of Beers, brewed by Anheuser-Busch, Inc.

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Models parade in full creations produced by Rosemary Reeves, owner of RD Designs, the only black-owned fashion house featured in the Merchandise Mart/Apparel Center's recent "Chicago Is" extravaganza. One of a half-dozen black Chicagoans in the sophisticated apparel business, Reeves' clothes are sold in boutiques in several cities.

## ROWE

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comes July 14th. and 15th... The rumor mill is abuzz with the news that a once successful songstress is facing financial ruin. However, she's headed into the recording studio with the hope of taking the bottom line from red-to-black... It's been the Hite of Nancy's fancy typeset for syndicated columnist Billy Rowe.



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10th ANNUAL

# Budweiser Superfest

• FEATURING •

## NEW EDITION, GUY AND M.C. HAMMER

THOMAS & MACK CENTER

### JULY 2

## ALL SEATS \$17

Tickets available at the Thomas & Mack Center Box Office, all Ticketron outlets and SUN Teleguide terminals. For more information call 739-3900. To charge by phone, call 1-800-922-2128.