

Ohio/Regional Contact

For Immediate Release

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Please see page 2 for National Media Contact.



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Nation's Largest Collegiate Music Festival Returns for Year 15!
#FEST to draw thousands from Central Ohio and across the country.

Columbus, OH- #FEST (pronounced The Number Fest) billed as the nation's largest collegiate music festival produced by local up and coming entertainment giant, Prime Social Group (PSG), marks its 15th year. The two day festival, April 21 and 22, takes place near the campus of Ohio University at the Venue of Athens. #FEST features an extensive and eclectic line-up of hip-hop, rap, EDM, dance and alternative music from some of the biggest names in today's music scene and is well worth the approximate one hour drive from Columbus.

In 2016, over 20,000 guests converged on The Venue of Athens. #FEST has been featured in *Billboard Magazine* and is as one of the best music festival experiences in the Midwest. Because of the rising popularity of the festival and high demand for additional music, a second stage is being added this year along with additional acts. The 2017 expanded line-up includes over 25 performers.

According to Dominic Petrozzi, founder of #Fest, "We are anticipating the largest crowd yet and are excited to be delivering a great festival experience with top acts in scenic Athens, Ohio. Guests will not only receive a music filled weekend, but the festival will also feature food vendors, craft vendors and added attractions like the "Silent Disco".

To top things off, PSG has secured the hip-hop sensation Migos to headline this year's festival. The trio, known by their stage names Quavo, Takeoff and Offset has taken the music industry by storm with their album *Culture*, which debuted at number one on the Billboard 200. The group is best known for its single *Bad and Boujee*, which streams around one million times per day, according to the online music service Spotify.

The full line-up includes: Migos, Jauz, Young Thug, 21 Savage, Lil Yachy, Louis the Child, Waka Flocka, Flame, Herobust, Cheat Codes, Blackbear, Party Thieves, Crankdat, Yookie, Quinn XCII, Ayokay, Jerreau, Mod Sun, Unlike Pluto, Yacht Club, Corrupt, Ripp Flamez, Jax_, Chuck Diesel, Elliot Trent, 808-H, Blue, Lancelott, Totally Normal and Alex Dreamer.

Tickets to the #FEST range from \$25 for general admission to \$2,000 for VIP experiences. Attendees also have the opportunity to purchase camping and RV passes or even rent a Cabana for the weekend. This is an 18 and over outdoor event and is rain or shine. Gates open at 6 p.m. on Friday, April 21. To purchase tickets and/or for more information including directions to The Venue of Athens, visit thenumberfest.com.

The event is sponsored by Smirnoff, Franklin Equipment, Dr. McGillicuddy's and the Barclay Coffee Company.

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About Prime Social Group

Founded in 2010, the Prime Social Group (PSG) is an entertainment promotions company for concerts, as well as nightlife and various other entertainment events. The Columbus, OH based organization has quickly developed a strong reputation within the music world, endorsing such acts as Tiesto, Wiz Khalifa, Kid Cudi, Deadmau5, Steve Aoki, Kevin Hart, Steve Angello and many more A-list performers.

PSG is the brain child of two dynamic young entrepreneurs: Adam Lynn and Zach Ruben.

So how did it all begin?

Lynn, the founder of the college event promotions company Social Studyz, began producing concerts while he was completing his undergraduate degree in Ann Arbor, Michigan. In the meantime, Ruben was busy founding Prime Productions, an entertainment production company that produced events in Ohio and Wisconsin.

The two decided to merge their companies in 2010 for a four-day, college mini-tour. That first event sold over 2,400 tickets, and, thus, Prime Social Group was born.

With over 250 events in their first 3 years of business, PSG has developed and expanded into an international promotion corporation. Consisting of tours, concerts, comedy shows, raves and club venues.

This multifaceted company has a true presence in the music and entertainment industry and continues to prospect for up-and-coming artists and venues. PSG's goal is to provide fans with the ultimate concert experience.

For more information about Prime Social Group, visit them on the web at primesocialgroup.com

Follow #Fest and Prime Social Group on: Instagram, Twitter, Facebook, and Youtube.

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