

**Ain't nothin' like the real  
thing...the Biscuit, baby.**







**AN AMERICAN ICON—THE FOREMOST SHOWCASE  
OF AUTHENTIC BLUES—THE KING BISCUIT FESTIVAL  
TRANSFORMS HELENA, THE GEM ON THE RIVER,  
INTO HELENA, THE GATEWAY TO THE WORLD.**



**Set on two national scenic byways, enhanced by a national forest and abundance of historic sites, Helena epitomizes the unique blend of resources that gives our region multifaceted appeal. Nature lovers, hikers, bikers, campers, and fans of history—Native American, Civil War, architectural and more—all have reasons to visit. And visit they do: a carload, a motorcycle club, a couple at a time. But one special resource will pull tens of thousands of visitors to Helena for Columbus Day Weekend.**





**THE KING BISCUIT BLUES FESTIVAL—**

**BIG FOR HELENA, HUGE FOR THE REGION.**





L to R: Joe Willie Wilkins, Robert "Dudlow" Taylor, Sonny Boy Williamson II, Hugh Smith (announcer), James "Peck" Curtis and Houston Stackhouse



## THE VALUE OF A KNOWN BRAND

Taking its name from Helena's *King Biscuit Time*, the first live blues program and longest running show in radio history, the King Biscuit Blues Festival makes our region a destination for thousands of tourists. In Arkansas and neighboring states, across the U.S. and around the world, blues lovers know about Helena and King Biscuit. They know our town and Delta region as the cradle and birthplace of the music with timeless influence and the power to bridge differences in language, culture, income, race, politics and religion.

The King Biscuit Festival is a great opportunity for blues devotees to make their pilgrimage to the place where giants of the genre have shared gifts that continue to inspire all types of music and listeners.



Sonny Boy Williamson II hosted the original King Biscuit Time radio program on Helena radio station KFFA.





## AN INVESTMENT IN OUR REGION

The King Biscuit Blues Festival is a great opportunity for stakeholders in our region's economic health: for business and industry as well as public, private and nonprofit entities. All stand to benefit from festivalgoers' expenditures on food, beverages, lodging, gasoline and other entertainment and visitor attractions.

To deliver the quality experience that will keep them coming back year after year, generation after generation, the festival must have the financial support of those who will benefit from our region's prosperity.

The blues, after all, is not just our history. It's our future.







## THE BLUES: OURS TO USE OR TO LOSE.

As a major festival, King Biscuit appears on numerous websites that blues followers faithfully read. With top name headliners and a host of hot regional talent and upcoming stars, King Biscuit is already on the calendars of hard-core blues fans and music festival enthusiasts.

Promoting the blues throughout the year, the King Biscuit Blues Festival seeks to sustain the culture, heritage and authenticity of Delta blues. Our blues heritage is a significant cultural distinction, a valuable resource that we cannot afford to squander. Your participation as a sponsor or contributor leverages the equity we have in the blues to strengthen tourism and economic growth.







## BRIDGING THE BLUES, A TRI-STATE EFFORT, WILL EXPAND APPEAL.

A partnership between the states of Arkansas and Mississippi and the City of Memphis Convention and Visitors Bureau will generate promotion of our entire blues region, with the King Biscuit Festival to be featured as a major event.

The promotion will begin with the Sam Chatmon Festival in September, and join events like Greenville's Mighty Mississippi Music Festival and the King Biscuit Blues Festival as a two+ week celebration and fill days in between with entertainment opportunities to be scheduled in all three states. The strategy is designed to provide tourists plenty to do as an incentive to spend more time and money in the region.



*From Memphis to Greenville's Mighty Mississippi Music Festival to Helena, visitors will find the blues, the food and the hospitality for which we're famous.*



# THANKS FOR SUPPORTING THIS AMERICAN ICON.

## JOIN US ON THE BANKS OF THE MISSISSIPPI RIVER OCTOBER 9-12, 2019.

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