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FOR IMMEDIATE RELEASE:

**Leading Tri-State Summer Music Fest, Revelation Generation,
Stays True to Mission, Gives Back to Community**

Organizations on Board to Support Include To Write Love On Her Arms, D.A.R.E. and More

FRENCHTOWN, N.J. – August 13, 2009 – Revelation Generation (www.revgen.org), one of the mid-Atlantic's most impressive two-day music festivals, held annually at Revelation Farms in Hunterdon County, is blazing new trails this year on the partnership and charitable giving fronts. With the mission of benefiting the entire region – from New York City to Philadelphia – organizations such as To Write Love On Her Arms (TWLOHA), the Drug Awareness Resistance Program (D.A.R.E.) and more, have joined forces with RevGen and are committed to making this year's show a truly memorable and positive experience for the entire community.

Leading off, RevGen has named To Write Love On Her Arms, a non-profit movement dedicated to presenting hope and finding help for people struggling with depression, addiction, self-injury and suicide, as the primary charitable beneficiary for this year's show. Supportive festival attendees can choose to purchase a special, marked-up ticket of which all extra proceeds will go towards to TWLOHA. Show attendees that purchase this ticket will receive a free TWLOHA wristband, 10 percent off select TWLOHA festival merchandise and chances to win a number of great prizes. For more information on the special ticket, contests and prizes, go to <http://www.revgen.org/twloha.php>.

"It's really exciting for us to be able to work with an organization like TWLOHA that so clearly encapsulates the central elements of the RevGen message," said festival promoter Sean Grom. "From raising awareness about mental health concerns to letting kids know that there really is enough hope out there to get them through the darkest nights of depression, their mission is something we really resonate with."

"To Write Love On Her Arms believes in people and their stories. We believe in the power of music to move people, and we believe in the effectiveness of community to encourage and strengthen people," said TWLOHA charity spokesman Rich Sullivan. "RevGen has been moved to create an environment where over 20,000 people can come together, share their stories, be inspired through creativity and music, and find community and friendship by sharing in the collective experiences of people coming together for one united reason – and we're excited to come along side of RevGen to share our stories within their community."

RevGen is also pleased to announce its partnership with D.A.R.E., the largest school-based drug prevention agency in the world. The world-renowned organization will endorse RevGen as the largest drug and violence free music event in New Jersey, eastern Pennsylvania and the entire East Coast – a badge festival organizers are thrilled to have. As a major charitable beneficiary at this year's festival, D.A.R.E. will sell food to raise money for its programs, accept donations and raise awareness about the effects of drug use.

"We are thrilled to partner up with an organization, like Revelation Generation, that is on the exact same page we are when it comes to providing positive experiences that are drug and violence free" said D.A.R.E. NJ chairman Nick Demauro. "RevGen truly is a unique experience where an incredible number of kids, families – anyone, really – can come together, experience some great music and simply be themselves in a safe environment."

Further shoring up the anti-drug stance, RevGen is pleased to announce its partnership with Hunterdon Prevention Resources (HPR), a local drug prevention agency that strives to empower individuals with hands on demonstrations about the effects of drug use. HPR is committed to providing programs and services that not only combat substance abuse, but also seek to promote wellness in the community.

“Our organization is all about promoting healthy choices in our community,” said HPR Spokesperson Leslie Gabel. “And an event like RevGen falls in line with that mission perfectly. We’re more than excited to participate in this year’s show and look forward to connecting with as many people as possible on the importance of healthy living.”

Additionally on the local level, RevGen is partnering with Hunterdon Drug Awareness. Executive Director Glen Duncan will be speaking to concertgoers about available resources for overcoming substance addiction. He will also be available for a question and answer session in the RevGen hospitality tent.

Finally, in an act of kindness falling completely outside the norms of the music industry, RevGen recently organized a benefit show entitled Catharsis on the Green. Held at the Connections Café, a local venue, the show benefited Texas In July, an eastern Pennsylvania-based band that incurred significant medical costs as a result of a recent major automobile accident in Missouri – an accident that required several band members to be airlifted for medical attention. The benefit show helped raise money for the massive medical costs and truly reflected the wanton spirit of love that RevGen is all about.

Jason Belcher of The Ember Days, a Catharsis on the Green headliner and 2009 RevGen Come & Live stage performer, noted that, “It was amazing for us to be a part of something that was not about making money, but about serving the community. It is always humbling when your gifts can be used to help others. We as a band are so delighted to work with others that seek to help people in need.”

Jeremy Weis, spokesman for Texas In July label, CI Records, added, “These watershed moments in our lives disrupt, provoke, and define us – leaving us to careen in any number of directions on the path of life and faith. We are both humbled and inspired by this loving and selfless expression on the parts of the RevGen and the Connections Cafe community. This only affirms our faith and our ability to persevere.”

In the spirit of the mission of giving back to the community, the 2009 iteration of RevGen will feature the following chart-toppers across two days and five stages:

NEW YORK STAGE - An eclectic mix of pop and rock:

Friday: Mercyme, Jars of Clay, Delirious, Matthew West

Saturday: Switchfoot, Relient K, BarlowGirl, NeedToBreathe, The Fold, Seabird

PHILADELPHIA STAGE - Alternative, metal, and underground bands with a sharp edge:

Friday: Underoath, Emery, Haste The Day, The Glorious Unseen

Saturday: Flyleaf, The Devil Wears Prada, Norma Jean, August Burns Red, Fireflight, And Then There Were None, Before Their Eyes

NASHVILLE STAGE - Some of the finest acoustic artists and groups influenced by The Music City:

Saturday: Paul Colman, Jon Foreman, Bethany Dillon, Derek Webb

COME AND LIVE STAGE – Up and coming bands in a quick, fast-paced environment:

Saturday: Mychildren Mybride, Impending Doom, I Am Alpha And Omega, The Ember Days, Nothing More, Kronicles

URBAN STAGE - Top talent from the hip-hop, R&B, and rap worlds:

Saturday: Lecrae, Group 1 Crew, Trip Lee, RUNAWAY, Carmen Michelle, Bengie, Heesun Lee

Revelation Generation has emerged as the premier summer festival in the greater New York and greater Philadelphia area. The event is a great venue for youth groups, singles, families, churches, friends and everyone in between to come together for excellent music in fun environment. Last year, Revelation Generation welcomed more than 25,000 fans – a figure we expect to eclipse this year. The show will now feature two full days (expanding from last year’s one and a half days) of music, games, and flat out fun for everyone. In addition to the aforementioned musical acts, Revelation Generation will host amazing speakers, children’s activities, games, extreme sports, incredible local food, a massive merchandise tent and state of the art sound and lighting.

RevGen also welcomes the triumphant return of Tent 7. Introduced last year, Tent 7 provides lucky fans the opportunity to sit in on intimate interview sessions with their favorite performers. Throughout the festival, artists will stop by Tent 7 to share their stories allowing unprecedented access to bands they're like to find nowhere else (except maybe on the tour bus).

Fans can stay tuned for everything and anything Revelation Generation at the following destinations:

Official Homepage: www.revgen.org

MySpace: <http://www.myspace.com/revelationgenerationorg>

Facebook: <http://www.facebook.com/people/Tim-RevGen/1538196464>

Twitter (@Rev_Gen): http://twitter.com/Rev_Gen

Ticket Availability

Tickets are available for individual purchase and discounted group rates at <http://revgen.org/tickets/information.php>.

About Revelation Generation

In its fifth year, Revelation Generation is the premier annual music festival in the greater New York and greater Philadelphia area – bringing a world-class entertainment experience to Central New Jersey. The unique non-profit event takes place in Frenchtown, NJ at Revelation Farms, a sprawling 140-plus acre property owned by festival founders, Robert and Kim Grom. Revelation Generation brings together a unique mix of emerging and award-winning musical artists spanning rock, pop, alternative, and punk, along with inspiring speakers, demonstrations, activities, and games in an alcohol-free and drug-free venue that anyone can enjoy. For more information, visit www.revgen.org.

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