

Tortuga Music Festival Announces 2017 Headliners' Schedule And "The Reef" Daily Ticket Upgrades

Old Dominion, Drake White, Kane Brown and Michael Ray to play inaugural "Tortuga Tailgate Series" kicking off Jan. 28

Taking place April 7-9 in Ft. Lauderdale, Huka Entertainment's Tortuga Music Festival will feature headliners Luke Bryan on Friday, April 7 and Chris Stapleton on Saturday, April 8. Kenny Chesney will close out the fifth annual beach party on Sunday, April 9. Boasting an eclectic roster, the three-day event will ALSO feature performances by Alan Jackson, Darius Rucker, Brett Eldridge, Nelly, Maren Morris, Slightly Stoopid, Old Dominion, Daya, Dustin Lynch, The Quaker City Night Hawks and many more (full lineup, here <<http://www.tortugamusicfestival.com/lineup>>).

While Super VIP tickets sold out before the lineup was announced, three-day General Admission (\$229), and VIP (\$999) tickets with amenities including a swimming pool, complimentary beer/liquor, and VIP bathrooms are still available, as well as payment plans and travel packages. This year, fans who purchased General Admission tickets will have the opportunity to upgrade daily for guaranteed front stage access to a new area in front of the Main Stage called "The Reef" — those upgrades are now available.

"We are excited to create a truly unique front row experience for our fans to watch our stellar headliners up-close," says Huka Entertainment Chairman and CXO A.J. Niland. "The Reef is going to allow fans who don't opt for our full VIP package to still have a VIP view and easier access to amenities such as bathrooms and bars. We have seen massive demand in our VIP sales and always attempt to break the mold with additional and new types of amenity offerings. The Reef is another way for our fans to get to experience Tortuga like a rockstar."

The "Tortuga Tailgate Series" will encompass Huka promoted shows throughout the Southeast with Tortuga artists leading up to the festival and will continue expanding until the three-day event. Each show is open to the general public to purchase tickets. Tortuga ticket buyers will receive perks for each show, as well as early entry with proof of a 2017 Tortuga Music Festival ticket purchase confirmation. Tickets can be purchased here <<http://www.tortugamusicfestival.com/tailgate>>, and the dates include:

Sat., Jan. 28 / The Texas Club / Baton Rouge, LA / Michael Ray
Thurs., Feb. 16 / The Texas Club / Baton Rouge, LA / Drake White & The Big Fire
Thurs., Mar. 16 / Midnight Rodeo / Mobile, AL / Kane Brown
Fri., Mar. 17 / The Texas Club / Baton Rouge, LA / Kane Brown
Fri., Apr. 7 / 440 Foundry Pavilion at Classic Center / Athens, GA / Old Dominion
Sat., Apr. 8 / Hard Rock Live / Orlando, FL / Old Dominion

Tortuga Music Festival is a Pollstar Top 20 Worldwide Music Fest and is produced and

promoted by HUKA Entertainment, who is best known for their unique destination-location music festivals. Featuring multiple stages directly on the beach, last year's festival drew a record-breaking attendance of more than 90,000 fans from all over the world. Right in the center of the festivities is Rock The Ocean's Conservation Village which educates and raises awareness of issues impacting the world's oceans and supporting marine research and conservation, as well as protection of the festival's namesake – sea turtles that nest annually along South Florida's Atlantic seaboard. To this date more than \$300,000 has been raised to support these efforts.

For more on the festival, please visit <http://www.tortugamusicfestival.com>.

Tortuga Music Festival on the web:

Web: TortugaMusicFestival.com

Twitter: @FestivalTortuga #TortugaFest #CheersTo5YearsYall

Instagram: @TortugaMusicFestival #TortugaFest #CheersTo5YearsYall

Snapchat: @TortugaFest

FB: [Facebook.com/TortugaMusicFestival](https://www.facebook.com/TortugaMusicFestival)

Media can apply for credentials by visiting <http://www.tortugamusicfestival.com/press/>

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About Huka Entertainment:

Huka Entertainment is a leading creator and producer of large scale destination-location music festivals, including the Pemberton Music Festival situated on 300 pristine acres at the base of Mt. Currie in British Columbia, and the Tortuga Music Festival on the white sandy beaches of Fort Lauderdale, FL. Best known for creating groundbreaking fan, VIP and artist experiences, the company was the creative force and producer of the award-winning Hangout Music Festival in Gulf Shores, AL. Based in New Orleans with deep roots in Gulf Coast culture, the fully independent Huka Entertainment also co-produces the Buku Music + Art Project in New Orleans located on the banks of the Mississippi river, and has a growing touring division which promotes hundreds of concerts across North America annually. For more information, visit huka.com.

About Rock The Ocean:

The Rock The Ocean Foundation is dedicated to supporting scientific research, education and increasing public awareness about the issues impacting the world's oceans. RTO teams up with high profile musical artists and entertainers, who will perform and participate in events that educate the public on marine conservation. RTO, founder Chris Stacey is an avid ocean lover,

diver and 20 year music industry veteran. Tortuga Music Festival will bring to life his vision, uniting the best and brightest in music, working to raise awareness about the issues currently impacting our oceans and their delicate ecosystems. For more information, visit www.rocktheocean.com.