



SWEETWATER 420 FEST RELEASES SCHEDULE & SINGLE DAY TICKETS

ATLANTA – (Feb. 1, 2018) – SweetWater Brewing Co. and Happy Ending Productions announce the daily schedule for Sweetwater 420 Fest set for April 20-22 at Centennial Olympic Park and offer [single day ticketing](#): General Admission \$56 base price and VIP \$155 base price.

[Daily schedule listed here.](#)

420 Fest full lineup previously announced include: **The String Cheese Incident (2 sets), Umphrey’s McGee (2 sets), Tedeschi Trucks Band, Sturgill Simpson, Vulfpeck, Joe Russo’s Almost Dead (2 sets), Greensky Bluegrass, SOJA, Ghostland Observatory, Stick Figure, Papadosio, The Motet, The Record Company, The Infamous Stringdusters, Anders Osborne, TAUk, Spafford, HIRIE, Sister Sparrow & The Dirty Birds, Marco Benevento, Brandon “Taz” Niederauer, Southern Avenue, Durand Jones & The Indications, Los Colognes, The Mantras (Beastie Boys Tribute Set), The Vegabonds, Maddy O’Neal, Cofresi, Funk You, The Fritz, Walden, The Trongone Band, Luthi, Emma’s Lounge, Quaildogs, Hedonistas, Migrant Worker, Derlee, Hourglass, The Orange Constant, Bird Dog Jubilee, Universal Sigh, Dr. Strangelove, Bennett Wales & The Relief, & artist at large Brandon “Taz” Niederauer.**

The popular Talent Tap begins Feb. 6 encouraging up-and-coming regional bands to submit for a chance to play at 420 Fest. Talent Tap details found at <http://alt1057.com/talenttap>.

Pandora SweetWater 420 Fest radio station featuring 2018 artists found at <http://pdora.co/sweetwater420fest>.

3-Day General Admission ticketing is \$123 advance base price and 3-Day VIP is \$353 advance base price. Ticket pricing and details found [here](#).

420 Fest patrons can expect a jam-packed musical lineup of talent spanning jam, rock, alternative, hip hop and EDM, performing throughout Centennial Olympic Park. 420 Fest signature experiences will return, including tasting rare beers and interacting with brewers in the SweetWater Experience Tent. Live comedy acts and regional up-and-coming musical acts will perform on the Lyrics & Laughter stage, and the fest will bring back patron favorite food trucks, crafts, artists, 420 Disco and Planet 420 environmental, non-profit village.

More information and tickets can be found at www.sweetwater420fest.com. Follow on Twitter and Instagram @420Fest, and on Facebook at <https://www.facebook.com/420fest>.

SweetWater 420 Festival is produced by [Happy Ending Productions](#), offering promotion, production, and event operations and logistics management. Happy Ending Productions' client list includes Camp Bisco, Counterpoint, Bonnaroo, Hookahville, and tour support for Phish, The Rolling Stones, AC/DC and more.

About SweetWater 420 Festival

SweetWater 420 Fest returns to Atlanta's Centennial Olympic Park, April 20-22, 2018 with three stages hosting a varied lineup of jam, rock, indie rock, bluegrass, alternative, EDM, local artists and comedians. SweetWater Experience will serve unique craft beer samplings, Planet 420 will teach eco-friendly tips while celebrating Earth Day, Lyrics & Laughter will keep you laughing and dancing. For all details and to purchase tickets visit www.sweetwater420festival.com. Follow on Twitter/Instagram at @420Fest or on Facebook at facebook.com/420fest

About SweetWater Brewing Co.

Living by the motto "Don't Float the Mainstream," SweetWater Brewery has been blazing its own path in craft beer throughout the Southeast since its inception in 1997. With a brewer calling the shots, quality of beer—and life—are always most important in crafting a lineup of lip-smackin' brews. Widely known for its flagship 420 Extra Pale Ale, SweetWater also serves up an ever-evolving Catch & Release seasonal lineup of brews and an offbeat, one-off Dank Tank series. SweetWater invites folks to join them for tours and tastings of their Atlanta brewery every Wednesday through Sunday. Visit www.sweetwaterbrew.com for more info about SweetWater, or hang out with your social thang out by following SweetWater on Twitter/Instagram @sweetwaterbrew, or on Facebook at facebook.com/sweetwaterbrew. And always remember; drink 'em if you got 'em!

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