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FOR IMMEDIATE RELEASE

Indie Pop Trio AJR to Perform on A Taste of Colorado Main Stage September 2

Brothers Adam, Jack, and Ryan to deliver playful electro-pop anthems at the region's largest music festival Labor Day Weekend

DENVER – (August 4, 2017) – The [34th Annual A Taste of Colorado](#), produced by the Downtown Denver Partnership, will feature indie pop trio AJR presented by MIX100 on its Main Stage Saturday, Sept. 2, at 1:30 p.m. The free admission, four-day festival is known for its global cuisine and variety of musicians and performers, and will take place over Labor Day weekend Sept. 1-4 in Downtown Denver's Civic Center Park.

Formed in 2005, New York City-based AJR mixes electronic music, and other harmonies and styles into their eclectic sound. Popular top hits include current single "Drama," viral hit-single "Weak," "I'm Ready," and "Let the Games Begin." AJR features the talents of the Met brothers, Adam (vocals/bass), Jack (vocals/guitar), and Ryan (guitar/piano/vocals), who grew up in New York and got their start busking around the city, covering songs by such bands as Fun., Vampire Weekend, and the Beach Boys. A link to one of the band's videos caught the ear of Australian pop singer Sia Furler, whose manager put the band in contact with former Columbia Records president Steve Greenberg. Greenberg then signed on as AJR's manager. They have since praise from the likes of Billboard, Paper, and Time, and performed live on *TODAY Live with Kelly and Ryan*.

In 2013, AJR released their debut independent single, "I'm Ready," followed a year later by the EP, "Infinity." In 2015, AJR returned with their full-length debut album, "Living Room." In August 2016, the band released "Weak," in anticipation of their third EP, "What Everyone's Thinking," which arrived the following month. Their latest offering is a full-length studio album entitled "The Click" which includes "Drama" and popular track "Sober Up" featuring Weezer's front man Rivers Cuomo.

Brothers Adam, Jack, and Ryan will deliver playful electro-pop anthems that fans won't be able to resist singing along to at A Taste of Colorado.

The 34th Annual A Taste of Colorado - The Region's Largest Musical Festival - takes place Sept. 1-4 in Downtown Denver's Civic Center Park with hours 11:30 a.m. to 10 p.m. Friday, 10:30 a.m. to 10 p.m. Saturday and Sunday, and 10:30 a.m. to 8 p.m. Monday. For more information, visit www.ATasteofColorado.com.

About A Taste of Colorado

A Taste of Colorado is a four-day, free admission festival produced by the Downtown Denver Partnership as part of the organization's commitment to propel the music scene forward in the center

city. The event takes place over Labor Day Weekend in Downtown Denver's Civic Center Park. In addition to local and worldly cuisine, six music stages and shopping, there will be local artisans featured in the Arts & Crafts Marketplace, culinary demonstrations, and interactive activities, rides and games for kids. A Taste of Colorado is the ultimate end-of-summer opportunity for residents and visitors to experience the *sounds, tastes, and sights* of Colorado's diverse cultural traditions and Western heritage. For more information on the FREE admission festival, visit www.ATasteofColorado.com and [A Taste of Colorado on Facebook](#), and follow [@ATasteofCO on Twitter](#), Instagram and Snapchat, as well as #ATasteofCO, or call 303-295-6330.

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About the Downtown Denver Partnership

The Downtown Denver Partnership, Inc. partners with public, private and non-profit entities to implement high-impact strategies, outlined in the organization's long-term strategy the [2007 Downtown Area Plan](#), to support its vision for an economically healthy, growing and vital Downtown Denver. For more information, visit www.downtowndenver.com.