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## **30A Songwriters Festival Announces Partnership with [30A.com](http://30a.com)**

### **30A.com to Develop Official Festival Mobile Phone Apps**

**SOUTH WALTON, Fla., November 4, 2011** - As a "Presenting Sponsor" of the 30A Songwriters Festival (30ASWF), [30a.com](http://30a.com) will create new mobile apps for Android and iPhone users, which will serve as the official mobile guide for the 2012 event. The mobile guides will utilize the TownWizard platform ([www.TownWizard.com](http://www.TownWizard.com)), which is one of the largest local mobile content networks in the world, with over 150 locations in 6 countries.

The 30A Songwriters Festival will take place Friday, January 13<sup>th</sup> through Sunday, January 15<sup>th</sup> and feature nationally-acclaimed songwriters and musicians including The Bangles, Indigo Girls, Rodney Crowell, Fastball, Matthew Sweet, Sam Bush Band, David Wilcox, Jeffrey Steele, Shawn Mullins, David Ryan Harris, Steve Forbert, Corey Smith, Randall Bramblett, Mary Gauthier and over one hundred other artists.

The new 30ASWF mobile app will provide maps and routes to all festival venues, from intimate listening rooms to spacious outdoor amphitheaters along Scenic Highway 30A in South Walton. The app will also feature current news, schedules, songwriter bios, photos, artist video clips, weather updates and more.

"We are delighted to partner with 30A.com and offer the wealth of information about the area available on its website to Festival attendees," said event organizer and promoter Russell Carter, "while at the same time offering everyone with a mobile phone a new 30ASWF app which will provide year-round up-to-the-minute news and information about the event at their fingertips."

"The 30ASWF app created with 30A.com and TownWizard will help Festival attendees instantly find all of their favorite performers and venues," said Jennifer Steele, executive director of the

Cultural Arts Alliance and event organizer for 30A Songwriters Festival. "It will be the essential 30A Songwriters Festival companion."

The annual event has quickly grown into one of the premier songwriters festivals in the country, featuring over 125 artists and 250 performances held in more than 20 local venues. Festival venues span fifteen miles of South Walton's gulf front highway and include Vue, Fire, The Naked Grape and the Gulf Place Amphitheatre in Santa Rosa Beach; First Note Music Hall in Blue Mountain Beach; Hibiscus, Pandora's and Shorty's in Grayton Beach; Fish Out of Water, The Gathering Spot and The Boathouse in WaterColor; The Lyceum, Bud & Alley's, Pizza Bar, Central Square Records and the Seaside Meeting Hall Theatre in Seaside; La Botana in Seagrove; Caliza in Alys Beach; the Amphitheatre in Seacrest Beach; and Amavida, The Summer Kitchen and the Town Hall in Rosemary Beach.

"The 30A Songwriters Festival really embodies what this area is all about, with every community coming together to support a common artistic cause," said [30A.com](http://30A.com)'s Mike Ragsdale. "[30A.com](http://30A.com) is extremely proud to be one of this year's Presenting Sponsors."

For more information and online ticket sales, visit [www.30asongwritersfestival.com](http://www.30asongwritersfestival.com).

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#### **ABOUT THE CULTURAL ARTS ALLIANCE OF WALTON COUNTY**

The Cultural Arts Alliance of Walton County, Inc. is the officially designated local arts agency that serves as an umbrella organization and supports the arts through leadership, advocacy, funding, programs and education. The vision of the CAA is to be the catalyst for Walton County's growth as a center for artistic and cultural excellence through which lives are enriched, economy is stimulated and community is strengthened. [www.culturalartsalliance.com](http://www.culturalartsalliance.com)

#### **ABOUT [30A.COM](http://30A.COM)**

"[30A.com](http://30A.com) is the go-to destination for anyone living in or traveling to the 30A communities, including Seaside, Rosemary Beach and WaterColor," said Emerald Coast magazine. Reaching over 130,000 unique visitors per month, the company's growing network includes [30A.com](http://30A.com) (The #1 Guide to Florida's Scenic Highway 30A), [SouthWalton.com](http://SouthWalton.com) (The Ultimate Guide to South Walton), 30A iPhone and 30A Android (Walton County's #1 Mobile Guides), [30Arentals.com](http://30Arentals.com), [Grayton.com](http://Grayton.com) and [30A Facebook](https://www.facebook.com/30AFestival), with over 73,000 fans. Official 30A-brand products are sold in over 25 retail stores, and the company recently released "Life Shines (The 30A Song)" by Bryan Kennedy on iTunes. Featured in Entrepreneur magazine, [30A.com](http://30A.com)'s "local guide" business model, [TownWizard.com](http://TownWizard.com), has quickly spread to over 150 markets worldwide.

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