

Dixie Mattress Festival
****Limited tickets** Available by Mail Order Only**
June 25th-26th-27th, 2009

“THE VISION”

This is the first year for The Dixie Mattress Festival. We hope this is the beginning of something very special. The plan is to continue it for as long as we possible can. We hope it is different. This event is planned to be a special event with a limited number of people. The limited number of people is to ensure that it remains something special through the years and not just any other show. It will always remain that way. This show is being put on by people like you for people like you. There will never be the pursuit of profit, rather the goal of providing shows in a festival type of environment for the folks who do not want to see Jerry Joseph and The Jackmormons at a festival performing behind and alongside a lot of other bands. It is our desire to provide a place where the Jackmormons ARE the festival. A place where any supporting bands performing are there because of a link to what we are doing. A group, a family, a shared experience. A place where we will gather, enjoy the music with our longtime friends as well as friends we have not yet met, our extended family. A place where the bar is not closing, where there is not some security person is telling you that you can't do that here; you have to leave now, a place from which you do not need to drive away from between shows. A place to be among friends and people who are there for the same reasons as you, to enjoy the music that holds a special place in all our hearts. The plan is to start small and for it to remain small. Possibly growing it slowly year to year if there is a demand from the extended family, but always having a limited attendance in order to ensure that it remains a “special” event. If ever there is a profit it will be invested into the following year's (or years') event(s). We are starting out with 150 tickets for the series of shows this first year. Perhaps in the following years there might be 200, maybe and then again maybe not. Rest assured that it will never grow to unlimited ticket sales. Any growth that happens will be done with a guiding factor that the uniqueness is maintained. The growth will only include new things that ensure this and keep the costs even with the income. Growth is secondary. Maintaining the uniqueness, the special experience is the primary purpose. This event will never be something that is designed to turn a profit instead it is designed to turn a three day experience into a very special yearly gathering. This event will not be advertised in the newspaper or put out on any number of internet music sites. You will not be reading about it in the Sunday Arts and Entertainment guide or in some article in Rolling Stone magazine. You will know about it because you knew where to look; on Jerry Joseph's website; because you heard the buzz among fellow fans on the Jackmormons discussion group or you heard from someone you know. You discovered this special event because it was *meant to be that way*.

This event is only as special as YOU make it. Everyone there will be “family”, everyone will be kind. Look out for each other. Take care of each other. Everyone here is a friend of someone *and everyone*. Everyone in attendance will be there because they were meant to be.

One Love