

FOR IMMEDIATE RELEASE

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Jimmy Buffett Concert

(February 2, 2012 – North Little Rock, AR) In preparation for the arrival of Jimmy Buffett and his adoring fans known as the “Parrot Heads”, the City of North Little Rock and the North Little Rock Visitors Bureau are preparing the North Shore River District and the Argenta Arts District for the estimated 17,000 visitors.

North Little Rock is expected to be the focal point of all-day festivities leading up to the 8:00 p.m. concert at Verizon Arena on March 1. Off Riverfront Drive, 103.7 The Buzz will host a FREE tailgate party with live entertainment adjacent to the I-30 Bridge south of the seawall from 2 p.m. to 9 p.m. Admission will be free to the general public. Gates will be open from 8 a.m. to 3 p.m. for tailgating south of the seawall. Sites are available based on a first come first serve basis. No vehicles will be permitted south of the seawall after 3 p.m. General parking will be available all day with certain business parking lots being available after 5 p.m. Visitors are reminded that Main Street parking is limited to 2 hours during business hours and posted parking restrictions will be enforced. Visitors are also encouraged to visit the following websites for the complete parking map, North Little Rock Visitors Bureau (www.northlittlerock.travel), City of North Little Rock (www.northlittlerock.ar.gov), Verizon Arena (www.verizonarena.com), Argenta Arts Foundation (www.argentaartsdistrict.org), and the North Little Rock Chamber of Commerce (www.nlrchamber.org).

For those looking to stay overnight and close to Verizon Arena, a limited number of RV reserved camping sites are available through the Downtown Riverside RV Park at 501-340-5312.

For more information on parking or events down at the river, please call the North Little Rock Visitors Bureau at 501-758-1424.

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