



**FOR IMMEDIATE RELEASE**  
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## **Downtown River Jam Returns to Bry Park in Downtown Monroe!**

**(Monroe, LA)**- Downtown River Jam, presented by Amdocs, returns to downtown Monroe in Henry Bry Park Thursday, April 5, from 5:30 to 9 PM. This free concert series, hosted by the Downtown Monroe Alliance, will feature two bands, the Kris Lager Band and Astro Motel, on the Skent-N-Dent Stage. Choice Brands will have free beer samples while Cheezie Rider food truck serves their signature cheezie dishes. Doe's Eat Place will have cold beverages to purchase as well.

A Kris Lager Band show is a legitimate Rock 'n' Roll Revival. The best way to categorize them would be 'Feel Good Music' because as soon as it hits you, you just feel good! Whether it is a funky soulful number, a groovy beat, a boogie guitar driven riff, or a tug on your heart strings ballad, a KLB song or show has that ability to just lift you up and make you feel good! The Kris Lager Band has just released a new self-produced recording titled 'Rise and Shine'. The album features some live staples and feel good KLB anthems.

Opening for the Kris Lager Band is a local must-see band, Astro Motel, who is set to release their first full-length record this year. Their songs are landscapes, stories and portraits that seek to capture the energy of a live performance that is fast achieving local cult status. Although their first recording is now available, it still remains a necessary thing to see this group of musicians live-a convulsing, energetic gallop through a seedy landscape of 20th century apparitions, tent revivals, juke joints, desolation, and lost love.

As always, this is a free event open to the public! Everyone is invited to come out and enjoy the art crawl, relax, and listen to great local artists in the heart of Downtown Monroe.

Downtown Monroe Alliance would like to thank the following DRJ sponsors for their support: Amdocs, Matt's Music, Lagniappe Media, Lamar Advertising, Choice Brands, Skent N Dent, Live Oaks Bar & Ballroom, Doe's Eat Place, Progressive Bank, Century Marketing Solutions, and CenturyLink.

The Downtown Monroe Alliance started the Downtown River Jam in 2010 to bring more entertainment to the Downtown area. For more information about the Downtown River Jam Concert Series or the Downtown Monroe Alliance, visit [www.downtownmonroe.org](http://www.downtownmonroe.org).

The Downtown Monroe Alliance/ Monroe Main Street is a 501©3non-profit established to make Downtown Monroe the vibrant heart of the city. DMA follows the Main Street 4-point approach. Some of the past projects of DMA are the facelift of Bry Park, planters on Art Alley, trash cans added throughout downtown, Downtown River Jam, and marketing the businesses, events, and projects of downtown.