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Boulevardia Announces Ticket Packages for 2017 Festival

Tickets for all experiences go on sale later this month

KANSAS CITY, Mo. (Feb. 8, 2017) – Many of the highly sought-after exclusive experiences of Boulevardia, the two-day Kansas City urban street festival, are coming back for the festival's fourth rendition on Friday, June 16 and Saturday, June 17. While the event will have a new backdrop, as this year's Boulevardia will take place in Kansas City's Stockyards District, many of the beloved elements of the experiences will be back. Ticket packages outlined below will go on sale Wednesday, February 22 at 10 a.m. CST. The options outlined below include a general admission entry to the festival in addition to the features listed.

General Admission: \$20 per single-day pass to the festival grounds (Friday 4 to 11 p.m., Saturday 11 a.m. to 11 p.m.). Children 12 and under are free.

VIP Ticket: \$75 single-day pass (Friday 4 to 11 p.m., or Saturday 4 to 11 p.m.). Ticket includes general admission to the festival, three beer tickets, private area with prime viewing of the main festival stages, exclusive band performances, VIP giveaways, complimentary water, a private bar with discounted beer and wine and dedicated restrooms. Must be 21 or older.

Father's Day Beer and BBQ Brunch – one day early: \$65 Saturday pass. Ticket includes general admission to the festival, a BBQ-inspired brunch in an exclusive area from 11 a.m. to 2 p.m. featuring delicious food as well as unlimited beverages (including beer!). Ages three and up must purchase a ticket for admission.

Ride to Boulevardia: \$40 - \$70 for 15, 31, or 62-mile ride on Saturday morning (price depends on length & early-bird pricing through April 1). Ticket includes participation in the fully-supported cycling ride for all skill levels starting and ending at the Boulevardia grounds, a Ride to Boulevardia t-shirt and swag bag, Saturday general admission to Boulevardia, a food and beer voucher to use inside Boulevardia for the post-ride party.

Taps & Tastes General Admission Ticket: \$85 Saturday pass. Ticket includes general admission to the festival and entry to Taps & Tastes (time TBD), where principals and brewmasters from more than 45 national and international craft breweries will pour selections from their breweries alongside several Kansas City culinary stars who will serve savory bites to enjoy. Tickets include unlimited beer and food sampling, yard games and music along with a keepsake glass. Must be 21 or older.

Taps & Tastes VIP Ticket: \$115 Saturday pass. Ticket includes everything listed for a Taps & Tastes General Admission Ticket plus early entrance to Taps & Tastes one hour earlier than General Admission. Must be 21 or older.

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Ultimate VIP Weekender Pass: \$900 all weekend pass. Pass includes two VIP tickets for both Friday and Saturday, two VIP Taps & Tastes tickets, two passes to the Father's Day Beer & BBQ Brunch, exclusive Boulevardia credentials to access special viewing areas for select bands, a commemorative poster and hotel accommodations for Friday, June 16 and Saturday, June 17. Must be 21 or older.

There are ample general admission tickets available for each individual day of Boulevardia. **Other packages featured above are limited in quantity and are expected to sell out shortly after they are put on sale.** The festival's creators are currently securing commitments from craft brewers from throughout the country for its Taps and Tastes event as well as for special tapplings throughout the entire Boulevardia grounds. They are also working on the music lineup that will include local, regional and national acts. More details and a full entertainment schedule will be revealed in the coming months. For additional details about the tickets above, visit Boulevardia's website: boulevardia.com.

About Boulevardia

The two-day urban street festival is scheduled to take place June 16-17 in Kansas City's Stockyards District which is the area surrounding the Livestock Exchange Building. The multi-day event will be highlighted with a craft beer and food sampling experience, music from local, regional and national acts as well as family activities, entertainment, shopping and eco-education in a unique urban setting. Learn more at boulevardia.com, facebook.com/boulevardia, twitter.com/Blvdia and instagram.com/blvdia.

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