



The Double JJ Ranch will reopen its gates for the second-annual Rothbury Music Festival.

By: Andrew Cassato

In 2008, The Double JJ Ranch opened its gates to tens of thousands of eager fans over the 4th of July weekend. Over 50,000 fans attended Rothbury, a four day festival which not only encompasses some of the best artists of their genre, but also strives to be on the forefront of environmental issues.

“Music and environmental sustainability are often emphasized at such events, but few merge them as seamlessly as Rothbury.” – *Washington Times*

This year’s festival will be no different.

Over 70 bands are scheduled to play the festival. Headliners include The String Cheese Incident (previously on hiatus and only playing Rothbury in 2009), The Dead (only summer performance), Bob Dylan and his Band, and Willie Nelson & Family.

Though much of the musical focus is on jam bands, there is also variety: Damien ‘Jr. Gong Marley’ and NAS are playing together which fuse reggae with hip hop; The Cold War Kids are a nationally acclaimed indie-rock band; and there are many DJs such as Girl Talk and Pretty Lights who are sure to play late into the night.

During the day guests can also swim in the nearby lake or take naps in the hammocks strung up throughout Sherwood Forest when not attending one of the many bands playing. At night Sherwood Forest comes to life with bright lights, colorful decorations, and ecstatic fans from all over the country.

“Any mind unblown by the Sherwood Forest should be examined. The festival's nonmusical highlight is a wonderland of sensory stimulation.” – *Grand Rapids Press*

Rothbury is also gathering minds from all over to join the Think Tank. The Think Tank will host round table discussions centering on creating a new green economy. Not only will guests be invited to the discussions, but – just as last year - it will include political leaders, youth leaders, leading scientists, corporate executives, and of course, entertainers.

Rothbury isn’t all talk though. Rothbury encourages all of its vendors to use only compostable utensils, plates, and cups. To make sure every item reaches the correct receptacle, Rothbury places numerous trash stations which all have someone standing by telling you which piece of trash should go into the

landfill, recycling, or compost bin. Because of the efforts of these volunteers, the 2008 festival was accurate by up to 94% on all waste management.

Upon the end of the highly successful 2008 festival, The Double JJ Ranch looked untouched by the thousands of fans who called it home for 4 days. Though there have been some setbacks along the way, Rothbury is scheduled for July 2nd – 5th 2009 and is ready to surpass any expectations by returning fans and musicians.

If you still have not made plans for the 4th of July weekend, make the short drive up to Rothbury Music Festival because – I can say from my 2008 experience – you will leave excited and all booked up for the 4th of July next year.