



Five Points Merchants Group

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Five Points South Hosts Block Party and Official Viewing of Vulcan's July 4th Thunder on the Mountain

BIRMINGHAM, Ala. – Five Points South will be the official viewing site of Vulcan Park & Museum's annual *Thunder on the Mountain* fireworks display. A large block party featuring live entertainment, food and drinks will be held in Five Points in conjunction with the fireworks. Over 2,000 people from the Magic City are expected to celebrate the Fourth of July in Five Points this year.

"Five Points is the premier viewing spot in the city for the fireworks display launched from Vulcan," says James Little, President of the Five Points Merchants Group. "Family and friends will gather for a good time in Five Points, and our merchants are ready to help them celebrate."

WHAT: Five Points South Block Party

WHEN: Saturday, July 4, 2009 starting at 5:00 p.m.

WHERE: Five Points South, official *Thunder on the Mountain* viewing site

WHY: To celebrate July 4th and view the fireworks launched from Vulcan

For the ultimate block party experience, Highland Avenue between Richard Arrington Boulevard and 20th Street will be blocked off in addition to one half block north and south of Highland on 20th Street. Music starts from 5:00 to 6:00 p.m. with a DJ from Jamm Entertainment spinning tunes. Mountain Brook's own Juice will play from 6:00 to 7:00 p.m. and local favorite Peanut performs from 7:00 p.m. until the grand fireworks display begins at 9:00 p.m.

Partygoers will have the opportunity to indulge in Birmingham Beverage's *All American Beer Tour* featuring American-brewed beers from Rogue Ale, Blue Moon, Abita Beer,

Good People Brewing Company and Sweetwater Brewery. In addition, all Five Points restaurants and bars will be open for business with July 4th food and drink specials.

Thunder on the Mountain 2009 is organized by Vulcan Park and Museum. The fireworks will be executed by co-sponsor Pyro Productions, Inc. of Alabaster and synchronized to a specially prepared music track broadcast exclusively on Rock 99.5 FM. In addition FOX 6 will televise the entire display along with the synchronized music track. Rock 99.5, FOX 6 and Dale's Seasoning are also exclusive *Thunder on the Mountain* sponsors.

Sponsors of the Five Points Block Party include: Councilor Jonathan Austin [Dist 5], City of Birmingham, Rogue Ales, Operation New Birmingham, The Hotel Highland, ION Interactive, Style Advertising, Five Points South Neighborhood Association, Five Points South Merchants Group, The UPS Store [5 Points South], UAB Highlands, Abita Beer, The Birmingham Transit Authority, Samford Properties, Moody & Associates, Jamm Entertainment, Sweetwater Brewery, Good People Brewing Company, Blue Moon and Birmingham Beverage.

For more information about the Five Points South Block Party please contact Julie Ward at julie@styleadvertising.com. To learn more about *Thunder on the Mountain* visit www.visitvulcan.com.