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## **Young Leadership Council Unveils 12<sup>th</sup> Annual YLC Wednesday at the Square Line-Up**

*New Orleans, LA (March 16, 2011)* – Today the Young Leadership Council (YLC) proudly announced the line-up for its 12<sup>th</sup> Annual YLC Wednesday at the Square concert series, which officially kicks off on Wednesday, March 30 at 5:00 p.m. with The Radiators. The free concerts, which have become an annual rite of spring in downtown New Orleans, will run every Wednesday evening through June 15 from 5:00 p.m. to 7:30 p.m.

Additional performers for the 2011 series include regional favorites such as Trombone Shorty & Orleans Avenue, Kermit Ruffins, Cyril Neville, Irvin Mayfield & the Jazz Playhouse Revue, Galactic, Marcia Ball and George Porter, Jr. among others. The full schedule follows.

"This year is unique because not only is the YLC celebrating its 25th anniversary, but we are also thrilled to launch our concert series with The Radiators in one of the band's last performances," says Joseph I. Giarrusso III, president of the YLC Board of Directors. "We focused on a line-up highlighting diverse regional musical talent and are confident that there is something for every music lover this year."

The YLC also unveiled some exciting new features. Due to the ever growing crowds, the YLC is continuing its expansion of the concert grounds to include North Maestri St., the area between the 650 Poydras Street building and Lafayette Square. The street will be closed off to cars and will include satellite ticket sales stations, a beverage stand, and for the first time, an Abita Specialty Beer Garden where fans can enjoy seasonal and specialty brews offered by Abita Beer.

In addition to the music, YLC Wednesday at the Square has an Artist Village, showcasing handcrafted items including glass art, jewelry, ceramics, photographs, t-shirts, paintings and more. A varied selection of food and beverages is available with proceeds from these sales benefitting the YLC's many community projects such as Power Ties, College Admissions Project and One Book One New Orleans.

"Without public support, the YLC could not continue its longstanding contributions to the community. We appreciate everyone who has attended our concerts and look forward to seeing their faces along with new ones," said Giarrusso.

This year's concerts are sponsored by the New Orleans Saints, Republic National Beverage Company and Abita Beer, SDT Waste & Debris Services, Fidelity Homestead Savings Bank, Bellwether Technology and HP, Luzianne Iced Tea, FetchPuppy.com, Acadian Ambulance and the Downtown Development District, which originated the series in 1999. Additionally, Dow Chemical Company is sponsoring the first concert of the series featuring The Radiators.

The YLC, which is the oldest, independent young professionals' organization in the country, recruits and retains young professionals to New Orleans and develops young leaders through volunteer-created community projects. Since its founding in 1986, the YLC has raised more than \$25 million for the community.

For more information on the YLC, please visit [www.youngleadershipcouncil.org](http://www.youngleadershipcouncil.org). For more information on the YLC Wednesday at the Square concert series or to volunteer, please visit [www.wednesdayatthesquare.com](http://www.wednesdayatthesquare.com) or email [feedback@WednesdayAtTheSquare.com](mailto:feedback@WednesdayAtTheSquare.com).

*The Young Leadership Council is a non-profit, non-partisan civic organization created to develop leadership through community projects. Through volunteer-created community projects, the YLC recruits and retains young professionals to New Orleans, creating a positive impact on the quality of life in the region. The oldest, independent YPO (young professionals' organization) in the country, the YLC has raised more than \$25 million to support community projects in and around the New Orleans area since 1986.*

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