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Rock Veterans Dave Mason and Gregg Rolie to Perform Saturday at A Taste of Colorado

DENVER – Critically-acclaimed musician and cofounder of rock band Traffic, Dave Mason, and Santana original lead singer, Gregg Rolie, and his band will take the Main Stage at the 27th annual A Taste of Colorado, Saturday, Sept. 4. Dave Mason, presented by 103.5 The Fox, will perform at 1 p.m. and the Gregg Rolie Band, presented by KOOL 105, will play at 7:30 p.m. The four-day, free admission, food, music, and entertainment Festival will take place Labor Day weekend, Sept. 3 through Sept. 6, in Downtown Denver's Civic Center Park.

Dave Mason, at age 18, teamed up with Steve Winwood, Jim Capaldi, and Chris Wood to form the legendary band Traffic. One year later, Mason wrote and produced the song, "Feelin' Alright," which has since become a rock 'n roll anthem. The tune has been recorded by more than 48 artists, the best-known version by Joe Cocker.

In 1969, Mason departed from Traffic after their second album to pursue a solo career in the United States. He found widespread success with the album, "Alone Together," widely considered a rock classic. "Alone Together" was followed by five albums for CBS/Sony Records, including "Dave Mason" and "Mariposa De Oro." Four out of the five albums became gold records. "Let It Flow," which has gone well over platinum, contained the classic, "We Just Disagree," a top ten single.

Mason has produced with a number of acclaimed artists throughout his career including performances on The Rolling Stones album "Beggars' Banquet," George Harrison's "All Things Must Pass," Paul McCartney's "Listen To What The Man Said," and Jimi Hendrix's "Electric Ladyland." One of the songs from the "Ladyland" record, "All Along the Watchtower," written by Bob Dylan, featured Mason playing acoustic guitar and remains a popular performance in Mason's live shows.

In October 1993, Mason teamed with Fleetwood Mac and spent two years touring the world with the legendary rock group. While on tour, the band produced an album for Warner Brothers called "Time," which features Mason's lead vocals on several songs.

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Today, Mason is a member of The Rock and Roll Hall of Fame and is considered one of rock's great guitar players. In 2005, he became an official supporter and honorary board member of "Little Kids Rock," a nonprofit organization that provides free musical instruments and lessons to public school children throughout the United States. The singer, songwriter, and guitarist continues to produce and tour, immersing himself in his love for rock 'n roll.

Gregg Rolie is widely recognized as the cofounder of two popular, multi-platinum selling groups, Santana and Journey. Rolie began to gain notoriety in 1969 during Santana's first wave of success, which included a breakout performance at Woodstock and several hit albums. Rolie is best known for Santana's hits, "Black Magic Woman," "Oye Como Va," and "Evil Ways."

In 1972, Rolie and ex-Santana guitarist, Neal Schon, formed Journey. Rolie co-wrote and co-produced the band's first seven albums. He credits the Journey era with substantially improving and refining his songwriting skills. Rolie left the hugely successful band in 1981 after the release of their live, double-album, "Captured."

During the 1980's, Rolie played, wrote, and produced the Santana albums, "Shango" and "Freedom." He released his debut, self-titled solo album in 1985, featuring the hit song, "I Wanna Go Back," and its 1987 follow-up, "Gringo."

Rolie went on to form The Storm in 1991. The Storm released two albums, including their 1992 self-titled disc that claimed the #13 Billboard Hot 100 hit, "I've Got A Lot To Learn About Love." That same year, Rolie, along with five other original Santana members, formed Abraxas Pool, a collaborative production that resulted in a 1997 critically-acclaimed album.

Rolie was inducted into The Rock and Roll Hall of Fame in 1998 as part of the original Santana band. 2001 marked the release of his third solo album, "ROOTS," featuring the lead track, "Give It To Me." Today, the Gregg Rolie Band plays between 40 and 50 shows a year. The group, too, is a supporter of the nonprofit organization, "Little Kids Rock."

In addition to the Main Stage, four other entertainment stages located throughout the Festival will serve up a continuous menu of music, featuring rock, country, jazz, classic rock, blues, and ethnic music and dance groups.

More than 50 of Colorado's favorite food establishments will be selling a wide variety of small portions to full meals, ensuring that there will be something for every palate. The Fine Dining area will host some of Denver's finest restaurants. The Culinary Showcase features local and nationally-renowned chef demonstrations creating simple, yet elegant meals.

Festivalgoers can shop in more than 270 Marketplace booths for original arts and crafts, home and gift items, furniture, jewelry, imports, and more. Shoppers also can explore the Home & Lifestyles area, which features a variety of exhibitors displaying products and services such as window installation, kitchen remodeling, cookware, basement refinishing, and salons and spas.

There will be plenty of music, magic, clowns, and puppets on the KidzStage, and the KidZone features play equipment and hands-on craft activities. Kids and adults also can enjoy carnival rides and games Saturday through Monday.

In the Festival of Mountain and Plain area, families can learn about the state's pioneer past, nature, and the environment. Featured artisans will demonstrate Navajo weaving and culture, spinning, rug braiding, lace crocheting, papermaking, and quilting, along with the popular blacksmith demonstration. At the Rocky Mountain Raptor Program exhibit, children can learn about birds and their environment, along with their interactions with humans. Free gold panning and educational materials about dinosaurs, volcanoes, rocks and minerals, and energy production and conservation are available at the Colorado Mining Exhibit.

Sponsors of this year's Festival are: 9NEWS, Aggreko, All Copy Products, American Medical Response, American Satellite – An Authorized DIRECTV Dealer, Aspen Pure, Barefoot Wine & Bubbly, Blue Moon, Boy Scouts of America, CarterEnergy, Cascadian Farm, Colorado Native, Coors Banquet, *The Denver Post*, Downtown Denver Partnership, Inc., Dunkin' Donuts, Fage Greek Yogurt, Famous Dave's Bar-B-Que, Ford Fiesta Lounge, Grand Lodge on Peak 7, KRAFT HOMESTYLE Macaroni & Cheese, LÄRABAR, LBA Realty, Levinson Eye Clinic, Mike's Hard Lemonade, Mission Foods, Muir Glen, Nintendo DSi™ XL Discovery Zone, PEPSI, Purina® Pro Plan® Rally to Rescue®, Residence Inn Denver City Center, Sturgeon Electric, Texas on Tour, and XingTea.

Festival hours are Friday, Sept. 3, 11:30 a.m. to 10 p.m.; Saturday, Sept. 4, and Sunday, Sept. 5, 10:30 a.m. to 10 p.m.; and Monday, Sept. 6, 10:30 a.m. to 8 p.m.

Festival of Mountain and Plain ... A Taste of Colorado is a community celebration that is produced by and benefits Downtown Denver Events, Inc., the Downtown Denver Partnership family's community events non-profit organization. The Festival is an opportunity for people throughout the region to come together to experience and appreciate our diverse cultural traditions, and to learn more about our state's Western heritage. The Festival highlights visual and performing arts in addition to featuring educational programs and culinary demonstrations.

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