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September 11, 2003

## **The Legend Returns: Gilley's Brings New Life to Downtown Dallas**

### *A Little More Urban, A Little Less Cowboy*

DALLAS - The Urban Cowboy has come home, but this time he wants it all – from the down-home comfort of Charlie Daniels, to the smooth notes of the Dallas Jazz Legends Festival and the raucous cheers for the one-two punch of the Dallas Golden Gloves, Gilley's Dallas promises to deliver outstanding live entertainment.

Opening to the public October 2, 2003, Gilley's Dallas will deliver great food, fun and the ultimate live performance experience to the people of North Texas and visitors from around the world. Like the original Gilley's that launched a cultural phenomenon, Gilley's Dallas is a one-of-a-kind place where great entertainers will enjoy coming as much as their audience, and the audience will always feel a part of the show.

The Grand Opening Celebration for Gilley's Dallas is October 15<sup>th</sup> – October 18<sup>th</sup>, featuring legends such as Charlie Daniels, Oak Ridge Boys, Mickey Gilley, Johnny Lee and Loverboy. City dignitaries including Mayor Laura Miller and Greg Elam of the Dallas Convention and Visitors Bureau will officially welcome Gilley's to Dallas on October 15 before the Charlie Daniels concert.

The Gilley's Dallas venue features a 26,000 square foot main showroom that seats 2500 with a spectacular view of the stage from every seat, a walnut hardwood dance floor and the latest in sound, lights, and video production equipment. "El Toro," the original Gilley's mechanical bull featured in "Urban Cowboy" will provide the nostalgia while a new, younger bull will be available for wanna-be cowboys and cowgirls.

Gilley's entertainment calendar reflects Dallas' diversity, including contemporary Rock, Hip-Hop, Jazz, Blues, Latino/Tejano music, and even sporting events, while not forgetting its Urban Country roots. The multi-use space will accommodate the Dallas Golden Gloves one evening and provide an intimate setting for the Dallas Jazz Legends Festival the next.

Reggie Woods, director of the Dallas Golden Gloves, chose Gilley's Dallas as a new home because, "We needed a permanent space that would be 'up close and personal' and that the crowds would enjoy. Gilley's Dallas is perfect for that. I am really excited for the kids, teens and young adults who train all year to compete," said Woods, who also works as a Dallas Police officer.

MORE

Gilley's Dallas: 1-888-GILLEYS [www.gilleysdallas.com](http://www.gilleysdallas.com)  
1135 South Lamar just South of I-30 between the Convention Center and South Side of Lamar

The South Dallas Cultural Center and the Marshall Agency host the annual Jazz Legends Festival, an annual event showcasing Texas-born jazz legends who return home to perform for their fans. "South Dallas is where it's happening, and Gilley's Dallas is a perfect venue for this event," responded Marion Marshall, director of the Marshall Agency. Her colleague Vicki Meeks, director of South Dallas Cultural Center couldn't agree more. "Many of the jazz legends who perform at this event grew up in South Dallas – it's home for them."

Gilley's Dallas will provide a much needed and conveniently located downtown venue for local business and convention meetings, parties and events. The meeting room facilities are designed to provide an upbeat environment for successful business planners to tackle their agenda and then top it off with a great place to play when the work is done.

With its location just a few blocks south of the Convention Center, Gilley's Dallas will also help attract and serve the needs of visiting tourists and conventioners. Senior Vice President of Communications for the Dallas Convention and Visitors Bureau, Greg Elam, reacted to Gilley's Dallas arriving on the scene as a positive influence. "We have nothing like Gilley's in our territory. It is a very happy addition. Over 12 million visitors come here annually, spending more than \$8 billion each year. Dallas is the number one leisure and business destination in Texas and having the excitement of Gilley's adds additional desirability to our area," Elam stated.

In addition, Gilley's is expected to accelerate development of the South Side Quarter that includes the new Dallas Police headquarters and South Side on Lamar, an urban living and arts community that now occupies the historic Sears Roebuck & Company complex.

Steering the development of Gilley's Dallas, Jack Matthews of Matthews Southwest, feels that the addition of the multi-use entertainment facility is an integral part of the vision for downtown development success. By project's end, Gilley's Dallas will boast 91,000 square feet of restaurant, entertainment, meeting and private function space.

"Creating a project like Gilley's Dallas within the walls of the historic Schepp's Dairy warehouse on South Lamar--built in five phases between 1904 and 1928—and using many original resources such as the existing brick walls, tin roof tiles and steel fire doors has been an exciting challenge," stated Matthews. "I enjoyed mixing the old with the new as we developed South Side on Lamar. Gilley's Dallas continues the journey started with that project, and will provide great entertainment for the people of Dallas and another draw for the 12.3 million tourists and convention visitors to the city."

Matthews Southwest is a full-service development company headquartered in Texas. Since 1988, this dynamic company has acquired, built and managed office, retail, residential and industrial developments throughout the United States, Mexico and Canada. From conception to completion, Matthews Southwest brings together financial resources and an experienced management team to form profitable partnerships focused on creating projects of lasting excellence.

**###**

## FACT SHEET

### Legendary Gilley's Brings New Life to Downtown Dallas

#### WHAT:

Gilley's Dallas is a unique public entertainment facility that will serve the interests of the community by delivering the best in live entertainment, ranging from the lively Country & Western sounds of the original Gilley's to the broader base of contemporary Rock, Hip-Hop, Jazz, Blues, Latino/Tejano music, and even sporting events. Gilley's Dallas will be the official site of the annual Dallas Golden Gloves amateur boxing tournament. It will also be home to the Dallas Jazz Legends Festival. This multi-use facility will provide first-class facilities for business and convention meetings and events, stimulating further economic growth and development of downtown Dallas.

#### WHERE:

Gilley's Dallas is located at 1135 South Lamar just south of I-30 between the Dallas Convention Center and South Side on Lamar. The historic Schepps Dairy building, circa 1904-1928, has been restored for the new home of Gilley's Dallas. Nine acres of lighted parking, including valet service, will be available.



#### WHEN:

Gilley's Dallas will open to the public on October 2, 2003.

#### GILLEY'S DALLAS GRAND OPENING CELEBRATION WEEK

- Wednesday, October 15: Charlie Daniels Band – 9:00 PM  
Downtown Junior – 7:00 PM
- Thursday, October 16: Oak Ridge Boys – 9:00 PM  
Downtown Junior – 7:00 PM
- Friday, October 17: Mickey Gilley and Johnny Lee (playing together for the first time in 16 years)  
“The Urban Cowboy Concert” – 10:00 PM  
Downtown Junior – 8:00 PM
- Saturday, October 18: Loverboy – 10:00 PM  
Downtown Junior – 8:00 PM

Tickets available beginning noon, Sept 19 at: [www.gilleysdallas.com](http://www.gilleysdallas.com) or by calling 1-888-GILLEYS. The Gilley's on-site ticket office will be open beginning Oct 2 at 1135 South Lamar, Dallas, Texas, 75215.

For group ticket sales and events, call 1-888-GILLEYS.

Price of admission: varies by event; reserved and general admission tickets

Adults: 18 + for admission; Wheelchair accessible.

Miscellaneous information: Gift shop, food, available for meetings, events and parties

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1135 South Lamar just South of I-30 between the Convention Center and South Side of Lamar

## BACKGROUND on the ORIGINAL GILLEY'S

**HISTORY:** The legend of the original Gilley's in Pasadena, Texas, crystallized the very moment country music was building a bridge to the rock generation, the moment when country became pop, and would never be the same again; Gilley's was where it happened.

Mickey Gilley's place hosted concerts by Jerry Lee Lewis, Carl Perkins, Fats Domino, Roy Orbison, The Judds, Hank Williams, Jr., Oak Ridge Boys, Mel Tillis, Willie Nelson, Merle Haggard, George Jones, Emmylou Harris, Randy Travis, Ricky Skaggs, Waylon Jennings, Rosanne Cash, Ernest Tubb, Bellamy Brothers, David Allan Coe, Freddy Fender, Tanya Tucker, Dottie West, Don Williams, Johnny Rivers, Brenda Lee, B.J. Thomas, Bobby Bare, Charlie Daniels, George Strait, Johnny Lee, and Gilley himself that spurred the transition that would draw crowds from miles around, and visitors from around the country.

It all began with a unique concept of entertainment that included a 10,000 square foot dance floor and a mechanical bull. All this excitement would inspire Aaron Latham to write a cover story for Esquire magazine titled "The Ballad of the Urban Cowboy: America's Search for True Grit" for its September 1978 issue. Almost immediately, plans for a movie based on the article took shape. The stars would be John Travolta and Debra Winger, and *Urban Cowboy* would in fact be filmed on location at Gilley's, where many of its music artists also performed in the film. An enormous box-office hit in 1980, *Urban Cowboy* spurred on men and women everywhere to pull on cowboy boots, don Stetson hats, dance the Texas two-step and maybe find themselves a mechanical bull to ride.

Though it's original location burned sometime after it closed in 1989, Gilley's still lives on in the memories of those who were there and in *Urban Cowboy*. People often approach Mickey Gilley after a show at his Branson, Missouri theater and tell him, "I had a great time at Gilley's." Yes, Gilley's was about music, but it was mostly about people. Gilley's was a small town in a big city. It was a place to lose yourself, or find a partner. Gilley's was about lookin' for love and not caring if it was the wrong place.

Today, Gilley's Dallas will carry on the legend, but this new location offers an expanded agenda for entertainment. Gilley's Dallas will offer the legendary Country Western venue, but also Jazz, Rock, Blues, Hip-Hop, Tejano/Latino, and even sporting events such as the Dallas Golden Gloves. For more information about Gilley's Dallas, visit [www.gilleysdallas.com](http://www.gilleysdallas.com).

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## GILLEY'S DALLAS CALENDAR OF EVENTS AS OF SEPTEMBER 11, 2003

|   |                 |   | Ticket Prices                  |
|---|-----------------|---|--------------------------------|
|   |                 |   | Gen Admission – Reserved Seats |
| Thursday, October 2   | 8:00 PM         | Downtown Junior                         | \$6                            |
| Friday, October 3   | 8:00 PM         | Downtown Junior                         | \$8                            |
| Saturday, October 4   | 10:00PM         | Foghat                                  | \$12 - \$20                    |
|   | 8:00 PM         | Downtown Junior                         |                                |
| <b>Texas OU week</b>  |                 |   |                                |
| Wednesday, October 8  | 7:00 PM         | Downtown Junior                         | \$6                            |
| Thursday, October 9   | 9:00 PM         | Roger Creager                           |                                |
| <i>Benefit for Texas Music Project and music education in Texas schools</i> |                 |   |                                |
|   | 7:00 PM         | Downtown Junior                         |                                |
| Friday, October 10  | 10:00 PM        | Jack Ingram                             | \$12 - \$20                    |
|   | 8:00 PM         | Downtown Junior                         |                                |
| Saturday, October 11  | 10:00 PM        | Cooder Graw                             | \$10                           |
|   | 8:00 PM         | Downtown Junior                         |                                |
| <b>Grand Opening Celebration Week</b>                                       |                 |   |                                |
| <b>Wednesday, October 15</b>  | <b>9:00 PM</b>  | <b>Charlie Daniels Band</b>             | <b>\$20-\$30</b>               |
|   | <b>7:00 PM</b>  | <b>Downtown Junior</b>                  |                                |
| <b>Thursday, October 16</b>   | <b>9:00 PM</b>  | <b>Oak Ridge Boys</b>                   | <b>\$20 - \$30</b>             |
|   | <b>7:00 PM</b>  | <b>Downtown Junior</b>                  |                                |
| <b>Friday, October 17</b>   | <b>10:00 PM</b> | <b>Mickey Gilley &amp; Johnny Lee</b>   | <b>\$22 - \$38</b>             |
|   |                 | <b>"The Urban Cowboy Concert"</b>       |                                |
|   | <b>8:00 PM</b>  | <b>Downtown Junior</b>                  |                                |
| <b>Saturday, October 18</b>   | <b>10:00 PM</b> | <b>Loverboy</b>                         | <b>\$22 - \$38</b>             |
|   | <b>8:00 PM</b>  | <b>Downtown Junior</b>                  |                                |
| Wed.&Thurs. Oct. 22-23  | 7:00 PM         | Downtown Junior                         | \$6                            |
| Friday, October 24  | 10:00 PM        | Delbert McClinton & Seth James          | \$15 - \$25                    |
|   | 8:00 PM         | Downtown Junior                         |                                |
| Saturday, October 25  | 10:00 PM        | Perfect Stranger                        | \$10                           |
|   | 8:00 PM         | Downtown Junior                         |                                |
| Wednesday, October 29   | 9:00 PM         | Emerald City                            | \$10                           |
|   | 7:00 PM         | Downtown Junior                         |                                |
| Thursday, October 30  | 8:00 PM         | Downtown Junior                         | \$6                            |
| Friday, October 31  | 10:00 PM        | Quiet Riot & Flipp                      | \$15                           |
|   | 8:00 PM         | Downtown Junior                         |                                |
| Saturday, November 1  | 10:00 PM        | Bayou Boys Cajun Festival               | \$12 - \$20                    |
|   |                 | Doug Kershaw, Eddy Raven, Jo-el Sonnier |                                |
|   | 8:00 PM         | Downtown Junior                         |                                |
| Saturday, November 8  | 10:00 PM        | Jamie Richards                          | \$10                           |
|   | 8:00 PM         | Downtown Junior                         |                                |
| Friday, November 14   | 10:00 PM        | Jason Allen                             | \$10                           |
|   | 8:00 PM         | Downtown Junior                         |                                |
| Saturday, November 22   | 10:00 PM        | Randy Rogers Band & Deryl Dodd          | \$12                           |
|   | 8:00 PM         | Downtown Junior                         |                                |
| Saturday, November 29   | 10:00 PM        | Atlanta Rhythm Section                  | \$12 - \$20                    |
|   | 8:00 PM         | Downtown Junior                         |                                |
| Friday, December 5  | 10:00 PM        | The Forever Fabulous Chickenhawks       | \$10                           |
|   | 8:00 PM         | Downtown Junior                         |                                |
| Saturday, December 6  | 10:00 PM        | Reckless Kelly                          | \$12                           |
|   | 8:00 PM         | Downtown Junior                         |                                |

*Tickets go on sale at noon, September 19 at [www.gilleysdallas.com](http://www.gilleysdallas.com) or 1-888-GILLEYS  
Prices do not include applicable service charges*