



FOR IMMEDIATE RELEASE

SWEET CRUDE WILL SET THE TONE OF THE GRAND RÉVEIL ACADIEN 2015



LAFAYETTE, La., August 26, 2015 - From October 3 to 12, Grand Réveil Acadien (GRA) is boosting the state-wide pride in Acadian and francophone language, culture and heritage in Louisiana. Sweet Crude will set the tone by performing at the GRA opening ceremony at Lake Charles Civic Center on October 3.

Sweet Crude is a young, bilingual indie pop-rock band, born and raised in Louisiana. Composed by seven multi-instrumentalists, the band uses tribal rhythms and pop hooks, to reconnect with century-old traditions and produce a new and refreshing sound.

"We want to show that the language is still alive and kicking, and that it sounds great in any genre," said Sam Craft, the primary lyricist, "Our grandparents learned French, but our parents never really communicated with it, so now I feel it's on the youth to preserve the tradition".

Sweet Crude will open the Grand Réveil Acadien 2015 at Lake Charles Civic Center on October 3 with Grammy-winner **Jo-EI Sonnier**. They will also close the GRA with legendary Cajun bands such as **La Récolte** and **Jambalaya Cajun Band** on October 11 at Lafayette, Louisiana.

About Grand Réveil Acadien: The Grand Réveil Acadien (Great Acadian Awakening) is a nine-day event commemorating the 250 anniversary of the Arrival of the Acadians in Louisiana. Various activities have been organized by the communities of the Attakapas region. The GRA is presented by Louisiane-Acadie, Inc. and is funded in part by Louisiana Department of Culture, Recreation and Tourism, the Acadian Memorial Foundation in St. Martinville, the Foundation Richard J. Guidry, and Lafayette Convention and Visitors Commission.

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Grand Réveil Acadien 2015 official website: <http://louisiane-acadie.com>

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Media Contact

Jennifer Perenchio
GRA Public Relations
gra@louisiane-acadie.com
(517) 817-8010

Reid Martin
Sweet Crude Manager
reid@simpleplaypresents.com
(239) 405-1214