

Getting Cheap Trick to play opening night at Riverfest in La Crosse was a significant gamble. And one that paid off, says Riverfest president, Tammy Klein. They were hoping to sell three thousand tickets to the concert. Turned out the concert drew nearly five thousand. Was it a make or break bet for the fest?

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Klein says, after last year's very poorly attended Riverfest, organizers felt it was necessary to be aggressively creative with this year's fest.