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THRIVAL ANNOUNCES PLATINUM DJ DILLON FRANCIS AS MUSIC X ARTS HEADLINER

PITTSBURGH, PA — Thrival Festival organizers have announced their Music X Arts headliner for 2018. Platinum artist, Dillon Francis, tops the Thrival bill at Highmark Stadium on Friday, September 21.

A mainstay on U.S. dance charts over the past decade — with over 12 ‘Top 40’ tracks — Dillon Francis celebrated his first major chart crossover hit with 2014’s platinum, “Get Low.”

His much anticipated next album is set for release this year. Harkening back to Francis’s 2011 EP, “Westside!,” this new project will be a Spanish-speaking album, featuring reported collaboration with Milkman, Fuego, Jarina de Marco, Happy Colors, Matt Hunter, and Jesse Baez.

“We’ve been interested in Dillon for a long time,” says Thrival executive producer and Ascender business director, Dan Law. “Over the years, we’ve mixed hip hop, EDM, rock, alt-indie, and a variety of other genres into our headliner portfolio. Dillon is perfect addition to this list, especially when paired up with Matt & Kim and our fantastic Pittsburgh artists.”

Festival favorites, Matt & Kim, will provide direct support, bolstered by Pittsburgh-based artists Bastard Bearded Irishmen, Brooke Annibale, Paul Luc, and Mars Jackson. A final addition to the lineup is expected in the coming weeks, according to the Thrival team. Thrival Music X Arts \$30 tickets [are on sale now](#) through Ticketmaster.

Music X Arts will cap two days of Humans X Tech programs, which focus on AI, robotics, life sciences, and advanced technology.

With a penchant for creative venue design over the years, Thrival will be investing heavily in on-site programs, art installations, and additional experiential elements.

“We didn’t start with a mission to ‘transform’ our concert spaces, but since we’ve hosted Thrival in areas not always associated with live music, it was important to emphasize a holistic experience for attendees. This year will be no different. We’re excited to get creative with the Highmark Stadium space,” says Law.

[Ascender](#), a Pittsburgh-based economic development nonprofit, produces Thrival each year. The first Thrival Festival was launched in Bakery Square in 2013.

[Live Nation](#) will again help produce Thrival Music X Arts, with artist booking and production support.

For more information on the festival, visit thrivalfestival.com, and follow Thrival on [Facebook](#), [Twitter](#), [Instagram](#), and Snapchat. Thrival Humans X Tech tickets available at thrival2018.eventbrite.com.

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