

CACHE CREEK CASINO RESORT

For Immediate Release
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Original Rocker Johnny Rivers Plays Cache Creek on November 26

Brooks, Calif. – A pioneer of American rock ‘n’ roll, Johnny Rivers continues to blaze a musical trail for legions of devoted fans. See Rivers in Cache Creek Casino Resort’s Club 88 on Saturday, November 26 at 8 p.m.

In 1964, when the British Invasion was in progress and American rockers were tough to find on the U.S. pop charts, Johnny Rivers was one of the first to regain a foothold. His first Top-10 record came right in the midst of “Beatlemania.” His formula was much the same as the British style, vintage American rock n’ roll and R&B played with a verve and simplicity that gave his music a contemporary edge. Over the next four years his funky, go-go rock gave him a steady stream of Top-10 records.

His first #1 record came when, against the advice of the record company, he abruptly switched gears and began cutting ballads. An all, he put seventeen songs in the Top 40 from 1964 to 1977, including "Seventh Son" (#7, 1965), "Poor Side of Town" (#31, 1966), "Secret Agent Man" (#3, 1966), "Baby I Need Your Lovin'" (#3, 1967), and "Tracks of My Tears" (#10, 1967). He was versatile enough to do folk songs, blues, covers of old-time rock-and-roll songs, and some original material, all of them in his own unique style. He was also an adept songwriter, guitarist, and producer. As a straight-ahead rock ‘n’ roller, and just as importantly behind the scenes, his recordings and their success led to the launching, directly and indirectly, of at least three record labels and a dozen other careers whose influence extended into the 1970s, 1980s and beyond.

Johnny Rivers plays Cache Creek Casino Resort’s Club 88 on Saturday, November 26 at 8 p.m. Tickets are just \$55/\$45/\$35 and are available through Tickets.com online at tickets.com or by phone (800) 225-2277; or at cachecreek.com and Cache Creek Casino Resort’s guest services desk.

Cache Creek Casino Resort is one of Northern California’s largest casino-resort destinations. Located 40 miles northwest of Sacramento and 80 miles from the San Francisco Bay Area in Brooks, Ca., it features 2,300 slot machines, 120 table games, poker room, four diamond hotel, nine restaurants, full-service spa, world-class entertainment in a 700-seat indoor concert venue and seasonal 3000-seat outdoor amphitheater, and an 18-hole championship golf course/facility. For more information, please visit cachecreek.com or call (800) 452-8181.

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