

SPONSORED CONTENT

ROAD TRIP

FIND YOUR RHYTHM IN THE DELTA

Nowhere else feels like the Delta.

It plays to its own tempo. American music learned to walk here.
Today, music lovers from around the globe make the pilgrimage to follow in its footsteps.
What do they find? Kindred spirits.



MISSISSIPPI RIVER STATE PARK, MARIANNA



LEVON HELM BOYHOOD HOME, MARVELL

SACRED GROUND

Part of the Delta's mystique is an oversized portion of musical talent. Before becoming the "Man in Black," **JOHNNY CASH** was just a boy in **DYESS**, Arkansas. Today his home is a popular museum documenting his early years and music legacy. **LEVON HELM**, famed drummer of The Band, was born in the little town of **MARVELL** — the tractor from the "Old Dirt Farmer" album cover is still parked in the yard at his childhood home, which is now a museum. Gospel pioneer and "Godmother of Rock 'N' Roll" **SISTER ROSETTA THARPE** was born up the road in **COTTON PLANT**, where a marker honors her incredible life.

REAL AMERICAN MUSIC

No music is more authentically American than the Delta blues, and **KWEM** in **WEST MEMPHIS** played a pivotal role in raising the popularity of blues, rock 'n' roll and jazz with programs such as its live Saturday Night Jamborees. Today, you can visit the **DELTA CULTURAL CENTER** in **HELENA** to see artifacts, hear legendary recordings and even catch a daily live broadcast of the long-running "King Biscuit Time" on **KFFA**. Experience the blues live at the annual **KING BISCUIT BLUES FESTIVAL**, every fall in **HELENA**.

LEAVING A TRAIL

While most of the old juke joints and radio stations are long gone, there are attractions, venues, historical markers and gravestones commemorating the original music legends. The **DELTA MUSIC TRAIL** is a pilgrimage through the thick of blues lore. Visit the historic markers of **B.B. KING's** "Lucille," **BILLY LEE RILEY**, **ALBERT KING**, **SON SEALS** and more. You can even visit the grave of the "Devil's Son-In-Law," blues pioneer **PEETIE WHEATSTRAW**.

PLAN YOUR PILGRIMAGE

Take a deep dive into how the Delta blues influenced so many aspects of music yesterday and today in the place where it all began. Come find your rhythm in the Delta. Jump in and plan your music pilgrimage at deltabyways.com.



JOHNNY CASH BOYHOOD HOME, DYESS



BRICKHOUSE GRILL, JONESBORO