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NEWS RELEASE

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ARCHITREATS: FOOD FOR THOUGHT PRESENTATION
THE RISE AND DECLINE OF THE REDNECK RIVIERA
BY HARVEY H. JACKSON
AT THE ALABAMA DEPARTMENT OF ARCHIVES AND HISTORY

ArchiTreats: Food for Thought continues another year of informative talks on Alabama history at the Alabama Department of Archives and History. Join us at **noon on Thursday, August 16, 2012**, as Harvey H. Jackson presents ***The Rise and Decline of the Redneck Riviera***.

Between Gulf Shores, Alabama, and the Flora-Bama bar on the Florida line is the region that in 1978 Howell Raines of *The New York Times* described as the Redneck Riviera. In the popular mind it is a coastline populated by people like resident bad-boy and All-Pro quarterback Kenny Stabler, who once told a reporter, "I live the way I want to live and don't give a damn if anybody likes it or not. I run hard as hell and don't sleep. I'm just here for the beer." Over time this changed as a more sophisticated, more affluent clientele moved in and today much of that stretch of coast is lined with high-rise, upscale condominiums and gated communities. But still tucked in among this new construction, not yet squeezed out by trendy restaurants and sports bars, are a few of the roadhouses and the seafood joints that gave the Riviera its "redneck" character. And there remains the legacy of a more freewheeling time and a reputation for antisocial behavior that continues to inspire visitors to cut loose and be a redneck, if only for a little while -- so long as the folks back home don't find out. This ArchiTreats program is based on Jackson's most recent book, *The Rise and Decline of the Redneck Riviera: An Insider's History of the Florida-Alabama Coast*.

Harvey H. (Hardy) Jackson, III grew up in Grove Hill, Alabama. He is a graduate of Marion Military Institute, Birmingham Southern College, the University of Alabama, and the University of Georgia. He has taught at colleges and universities in Florida and Georgia, and is currently Jacksonville State University Professor and Eminent Scholar in History. Jackson is the author, co-author, or co-editor of thirteen books on various aspects of southern history. Books will be available for purchase.

This ArchiTreats presentation is made possible by the Friends of the Alabama Archives and a grant from the Alabama Humanities Foundation, a state program of the National Endowment for the Humanities. The public is invited to bring a sack lunch and enjoy a bit of Alabama history. For more information, call (334) 353-4726.

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