

Business First of Columbus
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Ricart is set to sing praises of 'C-town'

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Fred Ricart hopes to take over the airwaves.

Ricart, who has spent the last 25 years luring Central Ohio drivers to his car dealerships with promises of great buys on new and used cars, is releasing a rock 'n roll tone on a local adult contemporary station that, he maintains, has nothing to do with selling cars.

"It's not a song about selling Fords," said Ricart. "It's a song about pride in Columbus."

Called C-Town, the song was written by Ricart and Danny Green, owner of Amerisound Recording Studio in Hilliard who has produced the audio portion of several of the Ricart television commercials. Ricart sings, and back-up is performed by the Ronn Price Band. The song is about three minutes long.

"We bar-tested it at Buckeye Lake," said Ricart. "There's no doubt that people will be singing this and dancing in the streets ... It's giving Columbus a song. It's a song about attitude."

The idea for the release came from Ricart's daughter who came home from Dallas' Southern Methodist University noting that city's strong sense of hometown pride.

The song and an accompanying video, now in production at Lyon Video, will be released by the end of the month. Proceeds from the sale will benefit a children's organization, though the specific charity - and the song's distribution - haven't been finalized.

Ricart declined to identify the local radio station.

The lyrics of the song are:

Chorus: You can have New York and L.A. too Cleveland and Detroit just won't do
Boston, Atlanta ain't got it right When it's time to party ... Get to C-Town tonight!

From Canal Winchester to New Albany There's music playin' there that will set you free
From Hilliard out to old Whitehall They know how to rock 'n roll and have a ball When
it's time to party we do it right, I head to C-town baby ... C-town tonight!

Well they party hardy out in Westerville In Reynoldsburg they can't sit still Gahanna
rules with its rock 'n roll Up in Dublin, they're out of control Well it's time to party we do
it right, I head to C-town ... C-town tonight!

Up in Arlington they party fast Out in Grove City they can make it last Groveport,

Blacklick and Delaware There's always music in the air Well it's time to party we do it
right I head to C-town ... C-town tonight!