

FOR IMMEDIATE RELEASE:

## **“For the Song” Announces Spring-Summer Series**

*Series To Complete Inaugural Season of ArrowCreek Community Patronage for Americana Music*

RENO, Nevada (April 10, 2024) – The For the Song Charitable Fund, formed by Founding Patrons and fueled by the generosity of the ArrowCreek Community, has announced its Spring-Summer concert series. The For the Song fund guarantees Artists’ revenues as it pairs private ArrowCreek community concerts with public concerts at iconic Northern Nevada venues. Nationally-touring, critically-acclaimed Americana musicians, who otherwise do not stop in Northern Nevada and/or the Tahoe Basin, receive profitable, patronage-driven engagements that they might expect to experience in only the largest Western markets.

**Django Walker performs the weekend of May 3-5<sup>th</sup>.** Django, son of the legendary Jerry Jeff Walker of ‘Mr. Bojangles’ fame, is a storyteller every bit as much as he is a songwriter. He has written for legends like Jimmy Buffett and Alabama – his public shows will include a Songwriter evening at the Brewery Arts Center in Carson City (May 3<sup>rd</sup>) and the Reno Public Market (May 4<sup>th</sup>.)

**Blue Water Highway performs on Friday, May 31<sup>st</sup>** at Piper’s Opera House in Virginia City before a private show later that weekend in the ArrowCreek community. With over a decade of national and international touring—from headlining shows to tours with Bob Seger, Reckless Kelly, Shane Smith & the Saints, Big Head Todd, Johnny Lang, and Turnpike Troubadours, Blue Water Highway blends modern and traditional sounds to create something timeless and familiar. Comparisons abound to artists like The Eagles, Bruce Springsteen, and Counting Crows.

**Jamie Lin Wilson and her band perform in an Artown show** at Piper’s Opera House in Virginia City on Saturday, July 27<sup>th</sup>. For the Song is incredibly proud to contribute to Reno’s legendary July Artown events calendar. Balancing her family (husband Roy and her four children) with Jamie’s popularity in major country and folk festivals is a challenge that has introduced her to many different perspectives. “It’s unfair that the poets and songwriters are the ones who have the songs about their lives, when maybe that’s not what’s poetic,” Jamie says. “Maybe the moments are the ones happening in everyday farmers’ lives, or to a widow, or a son.” It’s her comfort in and commitment to two distinct worlds—that of the dream-chasing artists and the dirt-under-their-nails realists—that makes Jamie and her songs not just inviting, but cathartically important.

Finally, The Wilder Blue is touring with Luke Combs in stadiums (including Levi Stadium in Santa Clara) this spring. **The Wilder Blue performs at the Piper’s Opera House in Virginia City on Friday, August 23<sup>rd</sup>** and at ArrowCreek in a private Sunday show. [Saving Country Music](#) said it best: “The Wilder Blue is a collective of souls with uncanny chemistry that reminds you why you’re a music fan in the first place. They can even enhance your fondness and recollection of

the music of others in the way their songs carry little reminders of some of the best melodies and movements of songs from the past. It's not just the songwriting, or the incredible five-part harmonies, or the near perfect instrumentation chosen for each musical moment. It's the whole taco."

With a recent set of shows pairing Nashville's Addison Agen (a brilliant 22 year-old artist who finished as the runner-up on NBC's "The Voice" 6 years ago) with Reno's own Whitney Myer, For the Song and ArrowCreek completed its first 6 months of shows. Five Artists left our community with, on average, over 160% of substantial financial guarantees that helped fund public shows during their visits. "Radius clauses" preventing multiple shows in a given community are waived due to For the Song's private community-driven patronage, allowing Artists to both profit from, and enjoy the beauty and energy of, Northern Nevada.

"The streaming business model has severely impacted too many superb musicians. This means that local venues in Western markets the size of Reno/Tahoe miss out on experiencing live performances from these incredible artists simply because we can't offer revenues available in larger, more dense markets," said Ford Goodman, a Founding Donor of the fund. "ArrowCreek patrons are bridging the gap to ensure artists consider a stop in our community to be rewarding from a financial perspective."

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**The For the Song Charitable Fund** has supported Americana Artists with over \$18,000 of funding in its first six months of operations. ArrowCreek concert attendees have donated an additional \$21,230 directly to the Artists. For the Song looks forward to expanding investments in bringing outstanding songwriters and musicians to Northern Nevada and the Tahoe Basin in coming years.

The Fund has been greatly assisted by the Community Foundation of Northern Nevada, The Club at ArrowCreek and the ArrowCreek Homeowners Association. Our Founding Donors have already funded a dozen private/public show combinations with more to come. The Fund is extremely grateful for the assistance received during its first year of operation from Nettie Oliverio of the Reno Arts Consortium and Foothill Partners, Tracey Oliver and everyone at the Sierra Arts Foundation, Spike McGuire of The Brewery Arts Center and Loud as Folk, Greg Gilmore of Greg Gilmore Music, Mike Mac Millen of The Reno Public Market, of the Virginia City Tourism Commission and Beth Macmillan plus her extended team at Artown.