

FOR IMMEDIATE RELEASE:

## **“For the Song” Announces Second Set of Community-Driven Americana Music Shows with The Jeff Crosby Band**

**RENO, Nevada (August 14, 2023)** –*For the Song Charitable Fund*, formed by Founding Patrons and fueled by the generosity of the ArrowCreek Community, has announced that Austin-based rock/alt-country artist Jeff Crosby will bring his band to Reno/Tahoe for performances scheduled for the weekend of September 8-10. Ticketed public performances will happen at the Crystal Bay Club on Saturday, September 9 followed by another ticketed public performance at the Nevada Museum of Art on Sunday, September 10.

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

John Fullbright, who performed earlier this month, became the first Americana artist to benefit from the *For the Song Charitable Fund*. “John Fullbright played to an ArrowCreek Community audience of about 400 on the beautiful Grand Lawn at The Club at ArrowCreek, followed by a capacity show the next evening in the rooftop Nightingale Sky Room at the Nevada Museum of Art,” said Goodman.

These performances landed the artist over 200% of his guarantee while also producing a significant contribution from Mr. Fullbright back into the fund for future artists. “The donations offered by the ArrowCreek community were instrumental in ensuring this level of success — and we are so thankful for the community’s commitment to nationally-touring, critically-acclaimed Americana artists,” Goodman remarked.

“Our first effort with *For the Song* and John Fullbright demonstrated that audiences are hungry for high-quality Americana music. John Fullbright delivered a superb, moving performance,” said Colin Robertson, the Charles N. Mathewson Senior Vice President of Education and Research at the Nevada Museum of Art. “We look forward to hosting the Jeff Crosby Band on September 10<sup>th</sup>.”

For the Song Charitable Fund Concert Series Schedule:

- The Jeff Crosby Band will perform a private show on Friday, September 8<sup>th</sup>, and ticketed, public shows at the Crystal Bay Club on Saturday, September 9<sup>th</sup> and the Nevada Museum of Art on Sunday, September 10<sup>th</sup>.
- John Elliott will perform a private show on November 4<sup>th</sup>, with a public show tentatively scheduled for November 3<sup>rd</sup> at the Brewery Arts Center.

Future shows will be announced soon.

###

**The For the Song Charitable 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 approximately ten private/public show combinations, three of which are being scheduled. The For the Song Charitable Fund is extremely grateful for the assistance received during its formation from Nettie Oliverio of the Reno Arts Consortium and Foothill Partners, Beth Macmillan of Artown, and Spike McGuire and Greg Gilmore of Loud as Folk.