

FOR IMMEDIATE RELEASE:

## **ArrowCreek Community Patrons Create “For the Song Charitable Fund” to Support Americana Musicians**

*The “For the Song” fund supports nationally-touring, critically-acclaimed Americana musicians to perform at iconic venues in Northern Nevada.*

RENO, Nevada (July 21, 2023) - Founding Patrons from the ArrowCreek Community and The Club at ArrowCreek have formed a charitable fund designed to pair private community shows with public shows at iconic Northern Nevada venues including the Nevada Museum of Art, the Crystal Bay Club and the Brewery Arts Center.

“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 John Fullbright consider a stop in our community to be rewarding from a financial perspective.”

The For the Song fund is formed from large patron donations along with a nominal “suggested cover donation” at private shows within The Club at ArrowCreek and ArrowCreek’s Homeowner Community. For the Song then guarantees artist revenues across private and public shows, helping to subsidize the economics of public shows while avoiding radius clauses which can force artists to travel hundreds of miles for their next tour stop.

“For the Song artists gain a profitable stay in Northern Nevada along with an opportunity to experience and enjoy the outdoors or local arts and culture so prevalent in our extended community,” said Goodman. “Instead of arriving, playing and getting ‘back on the bus’ with hundreds of miles to go, artists build familiarity, revenues and interest in returning to perform in Northern Nevada.”

The first public stop for a For the Song artist is the Nevada Museum of Art, which is hosting a live concert for Grammy-nominated Americana musician John Fullbright on Sunday, August 6 at 6 pm. Fullbright, known as a rising star in Americana, will treat audiences to an evening including songs from his latest album, *The Liar*, that traces the highs and lows of emotion, the good times and the aftermath.

“Americana music is a major attraction for our community,” said Colin Robertson, the Charles N. Mathewson Senior Vice President of Education and Research at the Nevada Museum of Art.

“We look forward to working with the For the Song Charitable Fund to offer great Americana songwriting and musicianship to the Reno/Northern Nevada community in the unique performance spaces that the Museum provides.”

For the Song Charitable Fund Concert Series Preliminary Schedule:

- John Fullbright will perform a private show on August 5<sup>th</sup> at The Club at ArrowCreek for Residents and Members, and a ticketed, public show on Sunday, August 6<sup>th</sup> at the Nevada Museum of Art.
- 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 public shows scheduled for November 3<sup>rd</sup> at the Red Dog Saloon in Virginia City and November 5<sup>th</sup> at the Nevada Museum of Art.

Future shows will be announced soon.

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**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.