

**SAVE AUSTIN MUSIC**  
3708 WOODBURY DR.  
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## **Celebrities Unite to Save Austin Music**

SaveAustinMusic.com presents its  
Public Service Announcement PREMIERE GALA  
OCTOBER 17, 2008 7-11pm  
One World Theatre

Austin, TX

Amongst widespread local support, One World Theatre has joined the campaign to "Save Austin Music" with a gala event slated October 17, 2008 from 7 -11 pm featuring Austin celebrities and musical favorites. Austin's upscale green theatre, set in the rolling hills of West Austin, "is a perfect venue for this event, where we'll get to bring together local business leaders with the Austin music community to celebrate our work revitalizing our music industry," said Save Austin Music founder Troy Dillinger.

"One World Theatre is proud to support Save Austin Music. Keeping the music industry healthy and thriving is very important to me personally as a venue owner. But as a musician and long-time resident, it is critical to keeping Austin the Live Music Capital of the World," said Hartt Stearns, President of Hartt & Soul Productions at One World Theatre.

With live music, celebrity bartenders serving drinks to benefit local music charities, giveaways and a silent auction, the event is designed to raise funds and public awareness for the organization's Public Service Announcement campaign, which will urge each Austinite to "see one Austin band each month".

Why does anyone need to "Save Austin Music"? Huge resident surges, cost-of-living increases, traffic and parking concerns, noise issues, and lack of public awareness are threatening to silence the future of Austin music. In many Austin venues, audiences are smaller than ever despite the city's exponential growth. Many Austin's musicians can't keep up financially as their pay drops and their rents increase.

Economic growth has largely bypassed most Austin musicians who live and work in the city labeled "The Live Music Capital of the World," the City of Austin's trademarked slogan. "It's becoming increasingly harder to make a living wage as a musician in this city. With the local music industry in turmoil, free music dominating the industry-at-large, a worsening economy and higher gas prices, less people are coming out to see live music, even though the city has increased three-fold in size in the last 15 years," said Dillinger.

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"Our goal is to bring the new and old Austinites out to the Music Venues. It's really a sweet deal, for less than the price of a movie ticket, you can hear many world-renowned Austin acts play within minutes of your home, often in a setting where you can see them up close and personal," said Dillinger.

Mayor Will Wynn, who proclaimed 2008 "The Year of Austin Music," Austin stalwart singer/pianist Marcia Ball, and others helped kick off the PSA campaign for Save Austin Music, by appearing in film shoots at Antone's Night Club. Save Austin Music was started by Troy Dillinger, who is a musician himself, to bring more people in to see live music in Austin, TX and reform the local industry to support the wealth of talent in the city and abroad. Save Austin Music has been cooperating heavily with the City Of Austin's Live Music Task Force as it forms its recommendations to Austin's City Council.

Antone's nightclub was used as the first set for the filming of the 30 second public service announcements which feature prominent musicians personally inviting Austinites out to music venues. Antone's Susan Antone not only allowed the use of the club for the filming of the spots, but also has a cameo welcoming people at the door as Mayor Wynn stamps hands with the logo "SaveAustinMusic.org."

The PSA's are being directed by the accomplished Lee Daniel ("Slackers", "Dazed and Confused", "Fast Food Nation"), who also co-founded the Austin Film Society with director Richard Linklater, among others. The first PSA shoot featured Austin favorites Marcia Ball, Rosie Flores, John Pointer, Terrell Shahid, and breakout artist Rapid Ric the Mixtape Mechanic. Other artists slated to participate include Lyle Lovett, Double Trouble, Charlie Sexton, Ian MacLagan, Alejandro Escovedo, Pinetop Perkins, Ms. Lavelle White, Jason McMaster and Boombox ATX, and others TBA.

For more information about Save Austin Music and how you can help, contact Troy Dillinger at [Troy@troydillinger.com](mailto:Troy@troydillinger.com). Tickets can be obtained through GetTix.net

Website Information:

[www.saveaustinmusic.com](http://www.saveaustinmusic.com)

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