

SAVE AUSTIN MUSIC
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::: FOR IMMEDIATE RELEASE :::
**Save Austin Music launches Public Service Announcement
Campaign with movie-style Premiere Gala Fundraiser**

DATE: Friday October 17th 7-11pm (doors at 6pm)

LOCATION: One World Theatre

(7701 Bee Caves Rd Austin, TX 78746 512-330-9500)

CONTACT: Troy Dillinger, Christine Thompson, JoRae Di Menno, Ellen Cañas

TICKETS AVAILABLE AT: SaveAustinMusic.com

Austin, TX

Save Austin Music, the grassroots Austin music organization will launch its ***Austin Music: You're Invited*** Public Service Announcement Campaign by hosting a Hollywood-style movie premiere on Friday October 17th at the One World Theatre, just 10 minutes from downtown Austin.

The PSA spots will urge Austinites to “see one Austin band each month” and will be highly visible in Central Texas media outlets from television and radio to print, as well as on the internet. The premiere gala’s audience will get the first look at the PSA on video screens placed throughout the venue between performances by the night’s 6 musical acts.

The PSA campaign, featuring prominent Austin musicians like **Ray Benson, Marcia Ball, Gary Clark Jr, Ruben Ramos**, and others, will be placed for free with most media outlets, but the organization is raising funds to increase the frequency of ads and duration of the campaign to one year. Save Austin Music plans to raise enough money over the next year to place \$5-10k each month in advertising buys.

“This is an opportunity for Austin’s music, political, and business communities to come together as we open the curtain on a new day for Austin music,” said Save Austin Music founder Troy Dillinger. “In just 9 months we’ve

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planted roots for a revival of Austin's most precious local resource and our effort becomes official this night." He added, "even though the economy is causing more difficulties outside of Austin than in, this event is an opportunity for us all to rally around a new period of creative and economic growth within our city."

The event, which will feature free food & beverages provided by local establishments, a silent auction featuring items from local businesses, and live music by some of Austin's finest talent, will kick off at 6pm under the reception plaza tent, featuring live music from Austin's own **John Pointer**.

More music will take place in the main room of the One World Theatre, and a video simulcast will show throughout the venue as well. SAM founder **Troy Dillinger** will take the stage with his band at 7pm, followed by **Neckbone**, **Dan Dyer**, and **Nakia with His Southern Cousins** hosting an **all-star jam** to close the night.

Celebrity guest presenters will include members of **Austin's Live Music Task Force**, with more to be announced next week. The event's sponsors so far include One World Theatre, **Tito's Vodka**, **Amplify Credit Union**, **Do512.com**, **Austin.com**, **Motorblade Postering** and **Threadgills**. More sponsors will be announced later this week.

The Public Service Announcement was created by a team of volunteers which included director **Lee Daniel** (*Slacker*, *Dazed and Confused*, *Fast Food Nation*), **Scott Conn** (*Dirt Road to Psychadelia*), and collaborative efforts from **Blitzkrieg Media** and **Wolfpack Film Group**. Appearing in the PSA are **Austin Mayor Will Wynn**, **Asleep At The Wheel's Ray Benson**, **Ian MacLagan** (The Faces, Rolling Stones), **Tommy Shannon** (Double Trouble), **Rapid Ric the Mixtape Mechanic**, **Marcia Ball**, **Ruben Ramos**, **Carolyn Wonderland**, **Gary Clark Jr.**, **James McMurtry**, **Cindy Cashdollar**, **Jason McMaster**, **Rosie Flores**, **John Pointer**, and **Ter'ell Shahid**.

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10% of all money raised by Save Austin Music will be donated to Austin music charities and the rest will be used to fund the PSA Campaign's media buys. Ticket prices will be \$35 for general admission, \$20 for working musicians, and VIP packages for 4 will be \$350 and will include a gift package. Tickets are available at SaveAustinMusic.com.

Businesses wishing to participate should contact Troy Dillinger at 512.773.5697.

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Website Links:

SaveAustinMusic.com

OneWorldTheatre.org