



CONTACT:
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Eagle Rock Music Festival Fact Sheet

WHEN: October 3, 2009 – 5p.m. to Midnight

WHERE: Los Angeles, California - On Six Blocks of Colorado Blvd. in Eagle Rock

WHAT: **A NIGHT OF FREE MUSIC THAT SPANS GENRES**
3 Main Stages: Global/World, Indie/Emerging, Kids' stage
14 Venues 70 Acts

The Eagle Rock Music Festival is a nationally-noted non-profit community street festival showcasing a diversity of innovative, multicultural and local music annually each October since 1998. The festival hosts Los Angeles-based acts at various locations along its "main street", Colorado Boulevard, in the progressive and multigenerational Eagle Rock neighborhood. It is designed to celebrate Eagle Rock, and support local business, community, and culture. The all-ages free festival has set itself apart by showing a commitment to booking the emerging artists who live and work in the community.

Recognized for fostering a unifying community atmosphere while maintaining a commitment to groundbreaking music, the Music Festival is a local event with a citywide appeal and audience.

The festival remains free and accessible to the community, regardless of income, thanks to generous sponsors who are recognized at the festival and in the lead-up to the event.

WHO: **PRODUCED BY CENTER FOR THE ARTS, EAGLE ROCK
AND L.A. CITY COUNCILMEMBER JOSE HUIZAR, DISTRICT 14**

ADMISSION: FREE

ATTENDANCE: 30,000 (2008); 15,000 (2007); 8,000 (2006)

2008 SPONSORS: Time Warner, Target, Ford, Macy's, Eagle Rock Plaza, BMI, Daisy Rock Guitars, Trader Joe's, Citibank, Eagle Rock Neighborhood Council, Red Bull, Sparkletts Water

Grants received from Department Of Cultural Affairs, LA County Arts Commission, The James Irvine Foundation.

PRESS: *CNN Local Edition (Time Warner Cable), Pasadena Weekly (cover story 2007-08), L.A. Weekly, L.A. Record (cover story 2007-08), L.A. Times, Flavorpill, NME, Pitchfork, Filter, Metromix, Citizen L.A., KPFK, KCRW, KXLU, Jonesy's Jukebox Indie 103.1*

WEB PRESENCE: www.centerartseaglerock.org, Myspace, Facebook, Last FM

DEMOGRAPHICS: **All Ages Infants to seniors 50% male 50% female**
40% Latino, 30% Asian, 5 % African American, 15% Caucasian, 20%Gay and Lesbian, 5% Multiracial

UNIQUE FACTORS: No Alcohol Sponsors
Focus for 2009 is Multicultural Market