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**Media Advisory/press release:
Media coverage requested; pre-event
interviews available.**



Independent Venues Try to Survive

FOR IMMEDIATE RELEASE

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DATE: July 25, 2020

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July 27, 2020 (Detroit, MI) -- The sixty-six independent entertainment venues and promoters that make up the Michigan contingent of the recently formed National Independent Venue Association (NIVA) have worked together to plan a local day of action for Monday, June 27, to seek support for the Save Our Stages Act and RESTART Act, two bills that have been introduced to ensure the survival of independent venues across the nation.

Young and Bennet and Representatives Golden and Kelly, provide support, relief, and protections for independent venues that have lost nearly 100% of their revenue since the pandemic began in March. These venues will remain closed well into 2021 due to safety concerns posed by large gatherings. These institutions draw most of their revenue from acts that tour the United States, and until it's safe to do so en masse, it won't be possible for venues to bring back their staff. 90% of the 2000 national members of NIVA have stated that they will close their doors if they do not get significant support from Congress within six months.

A recent Chicago study estimated that \$1 spent at a small venue resulted in \$12 of economic activity in their neighborhoods: meals, coffee, local transportation, hotels, retail, etc. Venues are economic multipliers, beloved institutions, and most importantly, community builders. Nationally, over 1 million live music lovers have written letters to their elected officials via SaveOurStages.com.

Michigan-based NIVA members include:

20 Front Street // Lake Orion

Aretha Franklin Amphitheatre // Detroit

Aretha's Jazz Cafe // Detroit

Audiotree Presents // Detroit

Black Crystal Group // Ann Arbor

Crofoot Ballroom // Pontiac

Deluxx Fluxx // Detroit

Diesel Theatre // Chesterfield

El Club // Detroit

Elektricity // Pontiac

Elevation // Grand Rapids

eXodos Rooftop Lounge // Detroit

Flint Local 432 // Flint

Fusion Shows // Lansing

Gopherwood Concerts // Cadillac

Grand Circus Media // Grosse Pointe Park

Historic Masonic Temple of Bay City // Bay City

[Listening Room // Grand Rapids](#)

[Mac's Bar // Lansing](#)

[Magic Bag // Ferndale](#)

[MeanRed Productions // Detroit](#)

[Meridian Entertainment Inc // Lansing](#)

[Michigan Theater // Ann Arbor](#)

[Midland Center for the Arts // Midland](#)

[Midtown Music Venture // Detroit](#)

[MiEntertainment Group // Grand Rapids](#)

[Murray & Peter Present // Southfield](#)

[National Rock Review // Dearborn](#)

[Necto // Ann Arbor](#)

[Obscurrus Diem Productions // Kalkaska](#)

[Ore Dock Brewing Company // Marquette](#)

[Otus Supply // Ferndale](#)

[Overdrive // Lansing](#)

[Park Theatre Foundation // Holland](#)

[PJ's Lager House // Detroit](#)

[Seven Steps Up Live Music + Events // Spring Lake](#)

[St. Cecilia Music Center // Grand Rapids](#)

[Tip Top Deluxe Bar & Grill // Grand Rapids](#)

[The Acorn // Three Oaks](#)

[The Ark // Ann Arbor](#)

[The Blind Pig // Ann Arbor](#)

[The Block // Muskegon](#)

[The Crofoot Presents // Pontiac](#)

[The Franke Center for the Arts // Marshall](#)

[The Grasshopper Underground // Ferndale](#)

[The Intersection // Grand Rapids](#)

[The Loft // Lansing](#)

[The Majestic Theatre Center // Detroit](#)

[The Marble Bar // Detroit](#)

[The Mint // Grand Rapids](#)

[The Pyramid Scheme // Grand Rapids](#)

[The Robin Theatre // Lansing](#)

[The Sanctuary // Detroit](#)

[The Showroom at Younger's Tavern // Romeo](#)

[The Stache // Grand Rapids](#)

[The Token Lounge // Westland](#)

[The Vault // Saginaw](#)

[The Ypsi // Ypsilanti](#)

[Trinity House Theatre // Livonia](#)

[Trinosophes // Detroit](#)

[TV Lounge // Detroit](#)

[Wayside Central // Mount Pleasant](#)

[Wealthy Theatre // Grand Rapids](#)

[Ziggy's // Ypsilanti](#)

This is not your typical press release. Our ask is beyond newsworthy. Without support from Congress (which usually is generated via public pressure, which is best ralled by local media), these community anchors WILL close, and we'll be left to ask whether we did our part to save them.

We are asking our media friends to rally behind this movement and spread the word this coming Monday, July 27. The timing is vital. Congress goes on break, and is rushing to complete their next set of relief, and independent venues MUST be included. This portion of our society is among the hardest hit by a pandemic: first to close and will be among the last to re-open. There's no takeout version of concerts. Drive-ins and virtual streaming shows don't begin to put our people back to work. The gig economy has been shuttered, and many thousands of our friends are at home, hoping the government keeps them fed while our industry tries to figure out what's next.

Do you have space to feature the Save Our Stages Act on your channels and platforms on Monday? Even if you've previously covered NIVA or the RESTART Act, this new push is the most important one yet, and your support would be vital in ensuring it happens! Alongside traditional coverage, any

members will share and retweet from our accounts, getting you some shine in the process!

If you have questions or would like to speak to someone further about this, please contact Nate Dorough at nate@audiotreepresents.com!

#SaveOurStages #SaveMichiganStages

www.saveourstages.com

ABOUT NIVA: Formed at the onset of the COVID-19 shutdown, the National Independent Venue Association (NIVA), now represents more than 2,000 members in all 50 states and Washington, D.C. These independent venues and promoters were the first to close and will be the last to fully reopen. NIVA's mission is to preserve and nurture the ecosystem of independent live music venues, promoters and festivals throughout the United States.

AVAILABLE ASSETS:

[NIVA Updated Fact Sheet](#)

[Video recap of Save Our Stages movement](#)

[Seven Steps Up Live Music + Events](#) is West Michigan's original listening room. Located in downtown Spring Lake, Michigan in a renovated Masonic Temple (circa 1919), it is just beginning its ninth year of operation. With over 500 concert performances featuring GRAMMY winners/nominees, music legends, and rising stars it has become an anchor of Spring Lake's revitalization and a beacon for live music lovers throughout Michigan and surrounding states.

For media opportunities, please contact:

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