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B.A.M. FEST 2010

Beer Art & Music Festival hits Santa Monica for a Good Cause!

Santa Monica, CA- October 2, 2010 – From all levels of fundraising, a revolution is brewing: pairing art and music with craft beer to raise money for a good cause. With the United States now boasting as many as 1,500 breweries - more than 90% of these fitting the small, independent and traditional craft brewery definition - the choice and diversity of craft beers has stimulated an increased interest in those passionate about culinary practices, innovation and creativity.

Like emerging artists, craft breweries are fairly new to the scene, only becoming a trend in the United States in the early 1990s. The website of the Brewers Association craftbeer.com, states “as craft brewers have come of age, little did the world know that their full flavored craft beers would generate such passion and excitement.” And since “today's craft brewers are often viewed as local personalities who practice their art with authentic intentions, and their beers are the expression of their individual passion and drive,” why not introduce them to arts and culture audiences at a fundraising event for local artists?

For 18th Street Arts Center this pairing couldn't be more perfect. On Saturday, October 2, 2010 from 1 p.m. to 6 p.m., 18th Street Arts Center, in association with popular Santa Monica restaurant, Library Alehouse, is bringing the first Craft Beer Festival to the Westside of L.A. *B.A.M. Fest*, which stands for Beer, Art and Music Festival, is a celebration of locally produced art, music and the finest craft beers around. With 20-plus breweries, 4 bands, 3 galleries, open artist studios and gourmet organic food provided by the Green Truck, *B.A.M. Fest 2010* is poised to draw a crowd and become Santa Monica's next hip annual event.

The event is a steal, with pre-sale tickets going for \$30 before the end of August and regular priced tickets at \$35. A ticket provides you 5 hours of live music, exploration of artist studios and galleries with art for purchase, and the joy of tasting great beers in the Santa Monica sunshine. And since all proceeds from the event directly support 18th Street Arts Center's programs and artists, attendees can feel good about contributing to a great cause.

Other non-profits have already capitalized on this new trend of pairing art, music and beer to raise funds for their charitable efforts. Just last year, the Los Angeles Craft and Artisanal Beer Appreciation League raised thousand of dollars for the non-profit 826LA through its sold-out LA Craft Beer Festival in Echo Park. Even Donald Trump has gotten on the band wagon with his

Trump National Golf Club Wine & Beer Festival which this year benefited Providence Little Company of Mary Foundation and the Rotary Club of Rancho Palos Verdes.

B.A.M. Fest 2010 is bringing this trend to Santa Monica with a unique blend of fun and entertainment. Participating craft breweries range from big to small, including the popular and larger New Belgium and Stone Brewing Companies to the smaller but equally great Eel River and Green Flash Breweries. From cool-fermented lagers to warm-fermented ales, the craft beer offerings at the 18th Street's Beer, Art and Music Festival offer a range of styles for tasting enjoyment.

And the music lined up for *B.A. M. Fest* is just as diverse as the beer samples. From the blazing Blues infused sound of JT Ross and his rock-and-roll band *Speedway*, to the acoustic rock/pop music of *The 3 Heads*, the featured music at 18th Street's festival is sure to make attendees groove. The Venice-based *Makepeace Brothers* evoke an American folk, blue-grass feel with what they call roots-based power-pop and the Christopher Hawley Rollers keep the party going with their very danceable mix of soulful lyrics, slide guitar, thumping bass and soaring percussion. All 4 local beach bands bring their own feel-good flavor to this cultural event.

To widen the sphere of attendees, 18th Street Arts Center has partnered with Los Angeles-based art organization, Create:Fixate and artist-duo Rick Mendoza and Jim Marquez. Founder of Create:Fixate Michelle Berc is curating an exhibition by emerging and mid-career artists in 18th Street's Main Gallery. In the Pasillos I Gallery, Mendoza will present his gritty and raw photography of the Downtown LA 'scene' while Marquez performs his written works on life and partying East of the 405 Freeway. 18th Street Artist Fellow, Elena Siff will oversee the collaboration of multiple artists as they build a virtual and actual art marketplace in 18th Street's Project Room. In addition to the gallery shows, the resident artists who live, work and create daily at 18th Street will open their studios for attendees to experience works in progress and to purchase selected art.

When approached about the event, Nick Anderson of the Boston Beer Company, brewer of Samuel Adams beers declared, "Right on! I love art and music, so this should prove to be a marvelous pairing." And 18th Street Arts Center can't agree more. Just as any artist painstakingly toils over each detail of a masterpiece, today's craft brewer goes to great lengths to produce unique, award-winning works of art. With the marriage of beer, art and music, *B.A.M. Fest* has brewed a breakthrough in fundraising.

Tickets will be on sale starting August 2, 2010 at: <http://www.18thstreet.org/events/bam-fest> and in person at the **Library Alehouse, 2911 Main Street, Santa Monica, CA. 90405**. For more information about *B.A.M. Fest 2010* and 18th Street Arts Center visit <http://www.18thstreet.org>.

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18th Street Arts Center is a nonprofit 501(c)(3) organization whose mission is to provoke public dialogue through contemporary art making. 18th Street is a community which values art making as an essential component of a vibrant, just and healthy society.