



# District's Awake! Music Festival

October 11 – 15, 2007

[www.damfestival.org](http://www.damfestival.org)

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## District's Awake! Music Festival 2007

*DC Indie Rock Festival to Re-launch Second Year*

**WASHINGTON, DC** – The District's Awake! Music Festival has announced its highly anticipated 2007 dates, set to take place Oct. 11-15. This year's festival has confirmed performances by Cat Power, Craig Wedren, The Silent Years, Cloud Cult, Breaking Laces, Slaraffenland, Hallelujah the Hills, The Beanstalk Library, These United States & many more to come.

In its inaugural year (2006), the festival made a lasting impression presenting three days of nonstop music from bands across the country and around the world. While the unprecedented event featured nationally acclaimed indie rock buzz bands, a key element of the event was to spotlight promising bands from the DC area. Performers included Cold War Kids, DJ Spooky, Cloud Cult, Dirty on Purpose, Pela and others.

### **SPONSORSHIP**

This year's event is on course to be "bigger and better" in the words of festival founder Eric Boucher, who also publishes the music website BigYawn.net. With sponsorship help from Live Nation, the Digital Freedom Campaign and other groups, the festival will be able to bring in bigger names while continuing to provide critical attention to lesser-known and homegrown bands. Like the previous year, venues like the Rock and Roll Hotel, DC9 and the Red and the Black will host bands throughout most of the weekend. However, the diversity of venues also has expanded, including DC icon the 9:30 Club and less traditional spaces like the 700-capacity Historical Synagogue at 6<sup>th</sup> and I Sts.

### **ROCK'N'ROLL LOTTERY**

In keeping with the innovative and community spirit of DAM! Fest, the event will feature a Rock'n'Roll Lottery, in which local DC musicians will be mixed and matched through a random drawing. Each "superband" will have a limited amount of time to craft a few original songs to be performed at the final show of the festival.

DAM! Fest was launched last year as a partnership between Boucher and DC entrepreneur/club owner Bryan Deily – both of whom wanted to usher the District into the ranks of other metropolitan cities like Austin, TX, San Francisco, CA and Chicago that regularly host rock festivals.

More event details are to follow in the coming months, including band lineups and event schedules. For interviews, call or e-mail Eric Boucher, 703.586.5582, [eric@damfestival.org](mailto:eric@damfestival.org). See below for more information.

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## **BACKGROUND**

In the vein of San Francisco's *Noise Pop Festival*, DAM! Fest is a city-wide weekend extravaganza (Oct. 11-15) showcasing bands at various District venues. From Duke Ellington to Fugazi, DC music historically has been unified by a sense of community, independence and homegrown pride in the city we live in. DAM! Fest hopes to build on these pillars by turning more people on to music.

The organizers of DAM!Fest are an eclectic mix of musicians, artists, promoters, writers, web-publishers, entrepreneurs, venue owners and music lovers. All are united in a quest to reignite DC music and foster greater visibility for the city on the national radar.

According to festival organizer Eric Boucher: “Last year our goal was simply to survive. This year, we're hoping not just to add bigger shows, but also to make things a little more diverse. And what better way to celebrate local music than with the Rock'n'Roll Lottery? We're very excited to see what will come of it and we're thrilled about the festival in general.”

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