



ArtistRelief.org/hsb
support for musicians affected by COVID-19

Hardly Strictly Bluegrass Partners with Artist Relief to Provide Aid to Musicians

*Legendary music festival donates \$1 million in immediate aid to musicians
and selects Artist Relief as the charitable partner for this year's festival airing on October 3;
Works to continue raising awareness and funds for musicians via Artist Relief*

SAN FRANCISCO — September 22, 2020 — [Hardly Strictly Bluegrass](#) is proud to announce a charitable partnership with [Artist Relief](#), the coalition of national arts grantmakers, to support musicians affected by the COVID-19 crisis. In this partnership, the festival has donated \$1 million in immediate relief for musicians across the country and will work with Artist Relief to raise awareness and funds for musicians affected by the COVID-19 crisis leading up to and during this year's festival, which will broadcast on Saturday, October 3rd on hardlystrictlybluegrass.com starting at 2pm PDT / 5pm EDT.

Hardly Strictly Bluegrass is a free, annual three-day festival that celebrates roots music traditions across the country. Over the last nineteen years, the festival has taken place the first weekend in October in San Francisco's Golden Gate Park and has historically drawn over 750,000 attendees.

This year, Hardly Strictly Bluegrass celebrates its 20th anniversary with an online broadcast titled "*Let The Music Play On*". Due to the ongoing global pandemic, organizers curated and safely filmed this year's production at iconic venues in Austin, Nashville, and San Francisco featuring new performances by Emmylou Harris, Rhiannon Giddens, Birds of Chicago, Buddy Miller, Steve Earle, Fantastic Negrito, and many more. Additionally, to honor its 20th year, "*Let The Music Play On*" will also screen archival footage and interviews that detail the history of this legendary event.

"This year, more than ever, it was critical to continue the tradition of our event. We set out on a journey to "*Let The Music Play On*" to ensure that we can still support our beloved musicians through the festival and bring the healing power of world class music to audiences across the country," noted **Sheri Sternberg, Executive Producer of Hardly Strictly Bluegrass**.

“Musicians are the heartbeat of Hardly Strictly Bluegrass. They have given us such amazing experiences, and now we have an opportunity to help them in a time of deep need. We are proud to be able to work with Artist Relief to get immediate relief to musicians across the nation. It is so clear that unprecedented times call for unprecedented collaborations and we are honored to work with these partners to take care of musicians during this crisis,” added **Mick Hellman, Festival Advisor of Hardly Strictly Bluegrass.**

A national, multidisciplinary partnership between [Academy of American Poets](#), [Artadia](#), [Creative Capital](#), [Foundation for Contemporary Arts](#), [MAP Fund](#), [National YoungArts Foundation](#), and [United States Artists](#), Artist Relief is a coalition formed to provide emergency \$5,000 grants and information resources to artists in the midst of the ongoing COVID-19 pandemic. Since launching in April, the fund has disbursed over \$13 million to artists across the nation with \$2.3 million to musicians directly. With Hardly Strictly Bluegrass’s support, Artist Relief will be able to continue to make grants to musicians through December.

“At Artist Relief, we’ve seen firsthand how badly the COVID-19 crisis has impacted musicians across the country. We are so grateful for Hardly Strictly Bluegrass’s partnership at this time and aim to help as many musicians as possible through this fund.” says **Deana Haggag, President & CEO of United States Artists, a coalition member of Artist Relief.** “We are also in awe of the production they have put together! Tune in! It is truly a treat and a deeply needed salve for the soul these days!”

We’re honored to partner with Hardly Strictly Bluegrass,” said **Moira Brennan, Executive Director of the MAP Fund, a coalition member of Artist Relief.** “The festival is a beautiful example of practitioners and fans alike coming together to ensure that musicians -- who bring us all so much joy and comfort through their artistry -- get the relief they need during this crisis.”

To date, Artist Relief has raised nearly \$20 million led by major seed funding from [The Andrew W. Mellon Foundation](#) and matched by an array of foundations across the United States listed [here](#). Since opening applications, Artist Relief has been met with an overwhelming response from the country’s artists. As expected, applications for the \$5,000 emergency grant have dramatically outpaced Artist Relief’s resources. As such, Artist Relief is continuing to fundraise, relying on the support of a growing number of foundations and individual donors, and will continue to evolve as the needs of the country’s artists shift over the coming months.

Tax-deductible donations can be made at artistrelief.org/hsb; 100 percent of donations made through this link will be applied directly to aid for musicians.

Hardly Strictly Bluegrass invites you to join the festival from your living rooms and backyards on October 3, 2020 at 2pm PDT/5pm EDT on hardlystrictlybluegrass.com, other streaming networks, and on-air via [Circle TV](#).

ABOUT HARDLY STRICTLY BLUEGRASS

Hardly Strictly Bluegrass is a one of a kind free music festival that takes place in the iconic Golden Gate Park and attracts over half a million fans annually. Founded by Warren and Chris Hellman in 2001, the festival is the single largest activity of the Hellman Foundation. Unlike any other major festival, it is offered free to the public with zero corporate sponsors or advertising. The three-day, multi-stage event features an array of eclectic bands each year from roots and Americana, to funk, rock, soul and more. This year through *Let the Music Play On* the spirit of Hardly Strictly Bluegrass will be coming to living rooms and backyards across the globe the first weekend in October with the Hardly Strictly Broadcast. The broadcast will feature new performances from the expansive range of Hardly Strictly Bluegrass artists that include first-time performers to legends of American Roots music, along with archival footage from the festival's past two decades and memories from fans, performers, and staff and priceless gems from the festival's rich history. Additional information is available at hardlystrictlybluegrass.com

ABOUT ARTIST RELIEF

Artist Relief is an initiative organized by the [Academy of American Poets](#), [Artadia](#), [Creative Capital](#), [Foundation for Contemporary Arts](#), [MAP Fund](#), [National YoungArts Foundation](#), and [United States Artists](#)—all small to mid-sized national arts grantmakers—that have come together in this unprecedented moment guided by the understanding that the wellbeing of artists has financial, professional, social, and mental dimensions, and should be fostered with a holistic framework of support. Additional information is available at artistrelief.org.

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PRESS CONTACT

Adam Abdalla
President, Cultural Counsel
adam@culturalcounsel.com

Hunter Braithwaite
Director, Cultural Counsel
hunter@culturalcounsel.com