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## **CONCERT LINEUP ANNOUNCED FOR LEVITT AMP NORTH ADAMS SERIES**

### **Free, family friendly outdoor music series to feature a fest of musical talent**

NORTH ADAMS, MASS. — Today the Levitt AMP North Adams Music Series announced the lineup of artists who will perform at Colegrove Park each Sunday at 2 p.m. The first of the 10 free concerts will be performed by The Adam Ezra Group, a jam band from New England, who will kick off the series on Sunday, Aug. 14. The series will continue through Oct. 16.

“The countdown to an unforgettable season of free concerts under the summer sun in North Adams is underway with an impressive lineup of artists,” said Jennifer Crowell, director of Massachusetts College of Liberal Arts’ (MCLA) Berkshire Cultural Resource Center (BCRC). “Grab your family, friends and neighbors, and get ready to head on down to North Adams’s newest community treasure!”

The public is invited to bring their own picnics, blankets and lawn chairs to the concerts. Local food and beverage vendors also will be available at the concerts, which will be performed in an open lawn setting at Colegrove Park in North Adams at the corner of Main and North Church streets.

Admission to all Levitt AMP North Adams Music Series events is free.

Also scheduled to perform as part of the series on Sunday, Aug. 21, is Wild Adriatic, a rock band known for its heavy, scorching guitar and blues undertones, according to Crowell.

In addition, Bella’s Bartok, a Bohemian Folk Rock group from the Pioneer Valley will perform on Sept. 4; Olive Tiger, a group that features fiddle, cello and drums, complex rhythms and female vocals will play on Sept. 11; M Shanghai, a Brooklyn, N.Y.-based, bluegrass sextet will take the stage on Sept. 18; The DuPont Brothers, a brother duo from Vermont known for their guitar melodies and vocals will play on Sept. 25.

Caitlin Canty, an up-and-coming Americana artist who is originally from Vermont and the Berkshires will perform on Oct. 2; Singer-songwriter Peter Mulvey will perform on Oct. 9; and the Seratones, a funky, blues-rock group that features a female lead singer that some may have seen at the Wind-Up Fest, will conclude the series on Oct. 16.

In addition, the BCRC soon will announce another artist to perform on Sunday, July 17, as part of the Motorama Weekend in North Adams. For a full schedule of concerts, directions and information on parking and wheelchair accessibility, visit <http://levittampnorthadams.com>.

In January, MCLA and the BCRC, along with the City of North Adams' Office of Tourism and Community Events, MASS MoCA, North Adams Chamber of Commerce and the Northern Berkshire Community Coalition (NBCC), announced that North Adams was named as one of 15 small to mid-sized towns and cities across America to win a Levitt AMP grant award of \$25,000 in matching funds to present a free concert series at Colegrove Park.

The series is sponsored in part by the Mortimer and Mimi Levitt Foundation, a private family foundation that exists to strengthen the social fabric of America. Through its support of creative place-making projects, the Levitt Foundation empowers communities to transform neglected public spaces into welcoming destinations where the power of free, live music brings people together and invigorates community life.

The Foundation's primary funding areas include the signature Levitt program of permanent outdoor music venues and the Levitt AMP [Your City] Grant Awards, an annual grants competition. The Levitt network of permanent outdoor music venues and AMP concert sites collectively presents the largest free concert series in America, serving more than half a million people annually through 450+ free, family-friendly concerts. As an example of the high caliber talent presented across the Levitt network, the 2016 GRAMMY nominees include 21 artists who have performed on Levitt stages in recent years.

The Levitt AMP Grants are made possible by Levitt Pavilions, a national nonprofit dedicated to strengthening the social fabric of America through the power of free, live music. With Levitt AMP, the joy of free, live music is bringing communities together in small and mid-sized towns and cities across the country.

In July 2015, the Levitt Foundation invited nonprofits, and municipalities partnering with a nonprofit, to submit proposals that would reflect the three goals of the Levitt AMP awards: Amplify community pride and the city's unique character; enrich lives through the power of free, live Music; and illustrate the importance of vibrant public Places.

In an effort to inspire and engage communities across the country around the power of creative place making, the Levitt Foundation opened the selection process to the public to choose the top 25 finalists. The public voted online on the submitted proposals over a four-week period in November 2015 to select their favorite project.

Designated as a public park in 1904, Colegrove Park included a fountain, tiered lawns, grand marble stairways, and, at one time, a bandstand. It remained a vibrant public park until the mid-1950s. With its renovations are now complete, the park features a band shell, a natural amphitheater-like seating on the hill, new landscaping, and a pathway between Eagle Street and the Colegrove Park Elementary School.

MCLA's Berkshire Cultural Resource Center (BCRC) provides opportunities, resources and support to the Northern Berkshire Community. The BCRC brings together the Northern Berkshire, MCLA and greater creative communities through its cultural programming, including: MCLA Gallery 51, DownStreet Art, Berkshire Hills Internship Program (B-HIP), and MCLA

Presents! The BCRC promotes, facilitates and encourages a dialogue to foster a sustainable, creative community.

Massachusetts College of Liberal Arts (MCLA) is the Commonwealth's public liberal arts college and a campus of the Massachusetts state university system. MCLA promotes excellence in learning and teaching, innovative scholarship, intellectual creativity, public service, applied knowledge, and active and responsible citizenship. MCLA graduates are prepared to be practical problem solvers and engaged, resilient global citizens.

For more information about Levitt AMP North Adams events and BCRC, go to [www.levittampnorthadams.com](http://www.levittampnorthadams.com) and [www.mcla.edu/bcrc](http://www.mcla.edu/bcrc). To learn more about the music series winners and the 150 free Levitt AMP concerts to be offered across the country, go to <http://levittamp.org>.

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