



NEWS RELEASE

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“MILE OF MUSIC ROCKS THE PLAZA” TO LAUNCH NEXT SATURDAY, JUNE 17

Jewelers Mutual to Sponsor Four Concerts, Family Music Hour in Houdini

June 12, 2017 (Appleton, Wis.) – Mile of Music, with presenting support from Jewelers Mutual Insurance Company, is bringing more original music in the form of some of its most popular bands back to the heart of Appleton this summer for four free monthly concerts, beginning with a multi-band showcase next Saturday evening in Houdini Plaza.

Mile of Music Rocks the Plaza will launch on June 17 with the first of the four events, with the others set for July 22, August 26 and September 23 in Houdini. The shows will be produced by Mile Productions, the music programming arm that has evolved from the four-day original-music festival each August, with Neenah-based Jewelers Mutual providing the lead sponsorship support.

The concerts will be preceded with a new Family Music Experience geared to young children and their parents, highlighted by a Kids Dance Party in front of the Houdini fountain for each of the four Saturdays. The family music fun will be staged approximately 3:30 to 4:30 p.m., with the featured concerts set from 6 to 10 p.m. All will follow the Downtown Appleton Farm Market, which wraps up in Houdini Plaza and its adjacent streets at 12:30 p.m.

Working with the theme of bands who are back by popular demand, Wild Adriatic, Blackfoot Gypsies, SUSTO, Desert Noises and Me Like Bees are among the groups returning for this special series, which will feature 3-4 bands at each showcase.

Though the concerts will be free to attendees, the Fox Valley Vietnam Veterans Association and the Fox Valley Warming Shelter will benefit from a portion of the proceeds from concessions at the shows.

Beverage sponsors for the series are Stone Arch Brew House, Door County Winery, Pabst Blue Ribbon, and water from Festival Foods.

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According to Dave Willems, Mile of Music director and co-founder, the free series in the plaza provides another significant opportunity for the community to experience original music. "This series isn't about how many people we can pack into Houdini Plaza, it's more about giving our local music fans access to more distinctive bands and the overall flavor and vibe of The Mile outside of the festival weekend," Willems said.

The support of Jewelers Mutual for the series, Willems said, provides the opportunity to extend Mile of Music's purpose of providing remarkable music experiences that are affordable and accessible to the Fox Valley community as well as offering the interactive and engaging music component for families. "It's important to us that we keep those themes growing as a special part of the music movement here in the Greater Appleton community and it turns out that's important to Jewelers Mutual as well," Willems said.

"Jewelers Mutual is proud to collaborate with Mile of Music to present Rocks the Plaza," said Trina Woldt, VP, Chief Marketing Office of Jewelers Mutual. "The arts are an essential part of our community and we are excited to see families introducing their young children to live music."

Jewelers Mutual is also a lead sponsor of the Lawrence University Music Education Team during the Mile of Music festival. The interactive team of music educators roams the Mile footprint offering hands-on pop-ups for attendees throughout the four-day event.

As part of its gradual curation of year-round music experiences featuring original artistry, Mile of Music now offers programs such as Concerts in The Courtyard at the Radisson Paper Valley Hotel each Wednesday of the summer, Rhythms & Brews at Riverview Gardens on Wednesdays in the fall, winter and spring, New Year's Encore Eve, and larger periodic concerts at Tanners in Kimberly.

"More and more artists, both troubadours and bands alike, want to come back and play for our receptive fans here in Appleton, which is really cool," Willems said. "The artists continue to appreciate that we work hard to make the experiences primarily about the music."

The series kicks off next Saturday in grand folk-rock fashion with headliners SUSTO and Blackfoot Gypsies, along with Skyway Man and Appleton-based Christopher Gold & The New Old Things. SUSTO opened for The Lumineers for a number of shows this spring and was a standout band at Mile 4 last August. Blackfoot Gypsies has become a perennial favorite of Mile fans because of their free-spirited music and matching stage persona.

When it takes the Houdini stage July 22, Wild Adriatic will be returning to the place where it played to a full house on the Saturday of the festival last August. The classic rock and soul trio will be joined by Cleveland soul rockers Welshly Arms, which is set to release a major-label full-

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length album and has played two full-house Mill Creek shows previously, though not the festival. Me Like Bees from Joplin, Mo. and The Traveling Suitcase from Oshkosh are two additional Mile favorites.

The last two shows in the series, which will follow the Mile festival in early August, will each feature a band from Mile 5 that created a buzz during the weekend. Those bands will be added to the lineup post-festival.

Here's a rundown of the full lineup for Mile of Music Rocks The Plaza:

June 17: SUSTO, Charleston, SC; Blackfoot Gypsies, Nashville; Skyway Man, Nashville; Christopher Gold & the New Old Things, Appleton, WI;

July 22: Wild Adriatic, Albany, NY; Welshly Arms, Cleveland, OH; Me Like Bees, Joplin, MO; The Traveling Suitcase, Oshkosh, WI;

Aug. 26: Desert Noises, Salt Lake, UT; Liz Cooper & The Stampede, Nashville; *TBA from Mile 5*

Sept. 23: Diane Coffee, Los Angeles; *TBA from Mile 5*; The Priggs, Appleton, WI

ABOUT MILE OF MUSIC

Mile of Music is an artisan, all-original music festival that launched in August 2013 as a creative economy driver in downtown Appleton, Wisconsin. Today, Mile of Music and its programming arm, Mile Productions, provide year-round original music events for the Greater Appleton and Fox Cities community. The four-day festival, itself, is held the first full weekend in August with the support of more than 100 community sponsors and 300 volunteers, featuring nearly 1,000 live music sets from 200-plus acts at 70 venues along the one-mile, walkable stretch of College Avenue and the nearby riverfront. Other original music events now include the Concerts in The Courtyard weekly series, the Rhythms & Brews weekly series, and New Year's Encore Eve, among others. Visit MileofMusic.com for info.

ABOUT JEWELERS MUTUAL INSURANCE COMPANY

Jewelers Mutual Insurance Company, the only insurer dedicated solely to serving the jewelry industry in the United States and Canada, was founded in 1913 by a group of Wisconsin jewelers to meet their unique insurance needs. Today, Jewelers Mutual remains the trusted insurance advisor and loss-prevention expert for jewelry businesses including retailers large and small, wholesalers, manufacturers, custom designers and appraisers. Consumers also put their trust in Jewelers Mutual to protect their personal jewelry and the special moments it represents. The company's strong financial position is reflected in its 30 consecutive ratings of "A+ Superior" from A.M. Best Company. To learn more, visit JewelersMutual.com.

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