

MEDIA RELEASE

Media Contact: Jason Nichols
E: Nicholsj@festevents.org
P: 757 441-2345



**ETC-Embrace The Culture
Norfolk's Unique Music & Arts Festival
Friday, September 16 - Sunday, September 18, 2016
Free & Open to the Public**

Norfolk, Virginia (July 27, 2016) – Norfolk Festevents announces the artist lineup for ETC (Embrace the Culture) **Saturday, September 17, 2016**, from **3pm-11pm** in Town Point Park along the Downtown Norfolk Waterfront, VA. The festival compiles a comprehensive lineup of local, regional and national artists on two stages while offering local culinary, visual and salvage artists the opportunity to exhibit and sell their own talents.

Smallpools



Smallpools is an indie pop/alternative band from Los Angeles, CA, United States. Forming in early 2013, the group released their debut single "Dreaming" on RCA Records, May 21, 2013. Thanks to catchy guitar hooks and internet blogs, Smallpools' "Dreaming" is now spreading like wildfire. "Dreaming" skyrocketed to the top of the HypeMachine chart in just hours. Dreaming had hit over 20,000 plays on Soundcloud before the band even hit 500 "likes" on Facebook (Stereofox). Producing dangerously catchy dance oriented indie music, comparable to that of Passion Pit and Youngblood Hawke, Smallpools appeared to be destined for more than just #1 on HypeMachine.

On July 16, 2013, 3 days after the band's first show, Smallpools released their eponymous debut EP. The record included Dreaming and 3 new songs, "Mason Jar", "Over & Over" and "No Story Time". Smallpools spent the summer supporting Australian indie popsters, San Cisco, on their first U.S. Headline tour. Later that year, Smallpools toured in support of Cincinnati, Ohio indie popsters and label mates Walk the Moon, and also in support of another Cincinnati indie pop group,

twenty one pilots.

Amasa Hines



Amasa Hines is a seven piece, Little Rock, Arkansas based band whose sound is as big as their influences are wide. Their influences come from a diverse range of Soul, Afro-Beat, Psychedelic, Blues, Dub, and Indie Rock stylings. Amasa Hines was formed in 2010 and their debut album *All The World There Is* was released in January of 2014.

Swear and Shake



Collectively these artists, known as Swear and Shake, bring an experience to the stage—a combination of truthful lyrics; passionate performance, and an easy acoustic narrative.

“I’ve only seen a few artists bring a room to a hush, only to have their audience whooping and hollering moments later, and these four talented Yankees have joyfully mastered their ability to do so. By the end of the first song, we were out of our seats and upfront. Strangers instantly became neighbors as the entire venue was swept up in the action.” – The Blue Indian

Perhaps the energy the audience absorbs comes from the long history band members Kari, Adam, and Shaun share. From their early days writing from Brooklyn bedrooms to their current home of Nashville, TN, these artists have grown together personally, professionally and sonically. Their history has inevitably influenced their musical journey, and their performance invites fans to become a part of it.

The powerful presence of Swear and Shake has landed them shows directly supporting a number of notable acts, including The Lumineers, Delta Rae, American Authors, G. Love and Special Sauce, and ZZ Ward.

Swear and Shake will be on the road with a stream of tour dates in 2016. They are currently in production for their second full-length record “*The Sound of Letting Go*,” which is now being funded on PledgeMusic.

Miss Tess and the Talkbacks



On her new release *Baby, We All Know*, Miss Tess continues to explore her own personal crossroads of American roots music. This full-length release features eleven finely crafted and well-sung original songs. Heightened by Tess’ prowess on her Weymann archtop guitar, she is accompanied by her top-notch band, The Talkbacks, featuring guitar ace and co-conspirator Thomas Bryan Eaton. The songs were further enlivened with piano, organ, pedal steel, and fiddle in the studio.

Tess says “I consider this my best yet collection of original music. In writing these tunes I stepped out of myself and into many different characters, based on real life and my imagination, and pulled sounds and stories from my musical fantasyland.

Baby, we all know their secrets and on goings, in a world of mischief and troubled fun." These songs were penned at Tess's yearly writing retreat in New Hampshire, and at her home in Nashville. Yet time and place don't bear much relevance here; the subjects she speaks through live in the streets of New Orleans, in the backwoods hollers of Tennessee, on a train heading to Mexico, and under the sheets.

Tess got her musical start at home in Maryland, her childhood nights ending in music. Her parents would sing her to sleep with the gentle, tender sounds of American folk songs, occasionally interrupted by their 30s swing band rehearsing in the basement. Tess studied piano as a child, and continued on as a teenager to take up the guitar and singing, and eventually began her own studies in early jazz and blues. All grown up, Miss Tess and The Talkbacks regularly steal the show at venues with something a little rowdier and more eclectic. Infused with classic country and honky-tonk, southern rhythm & blues, New Orleans jazz and swing, and sounds of swamp pop and early rock n' roll, she is an embodiment of everything that it still home-grown in America.

Ladada

"Ladada is one of two projects from Virginia Beach musician Josiah Schlater. He is a very versatile artist, hence the two projects, but perhaps more of a testament to his variability is the disparity in sound from Ladada's self-titled debut and the upcoming Hi Five EP. Ladada was more subdued and introspective, leaning toward surf vibes with a bit of rebellious flair. The Hi Five EP is more fun and rambunctious. The lead single from the EP, "New Psych," is aptly named as it veers toward proto-punk-leaning shoegaze and quick rolling drum transitions. He wastes no time with a high-energy guitar that smacks the listener immediately, and a frenetic drum pattern that keeps up the punishment until the vocals come in for a bit of a reprieve. But the energy only slightly calms as the song moves on, keeping a quick pace switching between sections only dialing back for the wet vocals to take command." - [Stereogum](#)

"Ladada have latched onto something relatively intangible with Hi Five that both advances their identity and increases their appeal. Every track boasts a casual confidence and self-assuredness that most acts operating within the confines of punk-inflected basement pop can only hope to reach.... One of 2016's first truly great releases, Josiah Schlater's project has hit its stride and waltzed away with a smile." - [Heartbreaking Bravery](#)



The Framers

Created in October of 2012, The Framers consider themselves to be an alternative-country, indie folk rock ruckus band. The trio is made up of Matt Scruggs (lead vocals, guitar, harmonica, kick drum), Michael Howland (vocals, guitar, banjo, mandolin, hi-hat), and Maria Thomas (vocals, bass, lap steel guitar). The Framers originate from the Tidewater, Virginia area and have grown a considerable following as they excite their audiences with passionate performances and effortless collaborations.





120 W. Main Street, Norfolk, VA 23510 • p: 757. 441.2345 • w: festevents.org

This year, beginning Friday, September 16, 2016, **ETC** will spill out of Town Point Park, encompassing Norfolk's diverse art scene with **VEER Venues**. Produced by [VEER Magazine](http://veer.com) and Norfolk Festevents, **VEER VENUES** will give **ETC** fans the opportunity to **embrace** the arts of Norfolk by supporting local businesses as they host the **ETC** music & arts movement throughout the city all weekend. Performances will range from visual art shows to author workshops and a variety of musical performances at an array of Norfolk establishments. The **ETC VEER Venues** will take place the weekend of September 16-18. Stay tuned for more detail and a full list of performance times and locations.

Wake up with the ETC vibe. Sunday September 18th Hunter At Sunrise will broadcast live from Work Release. A beloved Hampton Roads acoustic and eclectic radio show, Hunter at Sunrise streams live on 89.5 WHRV, whrv.org LIVE every Sunday morning from 7-11am Eastern. Hunter At Sunrise is dedicated to waking you up gently on a Sunday morning with new music and music you don't hear on the radio. On Sunday, September 18th we hope you will sit back, relax and enjoy the recap of the ETC Festival in the comfort of our own home or join us for the Broadcast Brunch live from Work Release in Norfolk's very own NEON Art District .

Norfolk Festevents, in partnership with the Tidewater Arts Outreach, will be hosting an Acoustic Brunch at Work Release directly following Hunter at Sunrise's Live Broadcast from Work Release 11am-2pm. Sit back relax and discover featured Tidewater Arts Outreach Emerging Artists while enjoying a select brunch menu at Work Release. Schedule and artist line up TBA.

For more information about ETC, Embrace The Culture and other events visit festevents.org, or call 757.441.2345.

ETC is made possible by the City of Norfolk, AT&T, Norfolk Waterside Marriott, Lumos Networks, TowneBank, Waterside District, Pepsi, 96X, and CFE Equipment Corporation.

ABOUT NORFOLK FESTEVENTS, LTD.

Based in Norfolk, Virginia, is a private, not-for-profit organization dedicated to creating the most dynamic urban waterfront community in America through innovative programming and imaginative uses of its historic waterfront spaces. An extensive 10 month schedule of diverse outdoor cultural events, festivals, concerts, entertainment, holiday programs, tall ship visits, sports and recreation are presented in two popular and welcoming waterfront environments—Town Point Park located in downtown Norfolk on the banks of the Elizabeth River and Ocean View Beach Park situated on the shore line of the Chesapeake Bay. Norfolk Festevents has served as the City of Norfolk's official event marketing agency since the city's downtown waterfront revitalization initiatives began in 1982. The organization has garnered international acclaim for its advocacy for public access to waterfronts, outstanding quality programming and development of public spaces, transforming Norfolk into one of the most progressive, fun and livable waterfront communities in the country. Residents, workers, and visitors to Norfolk and the Hampton Roads region are invited to experience all the fun and excitement of the 2016 season!

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