



MEDIA RELEASE

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ETC-Embrace The Culture Norfolk's Unique Indie Music & Arts Festival, Is Announcing The First Of The Artist Lineup

Saturday, September 19, 2015
Town Point Park, Downtown Norfolk Waterfront
Free & Open to the Public

Norfolk, Virginia (July 1, 2015) – Norfolk Festevents announces the first piece of the artist roster for ETC (Embrace the Culture) – for **Saturday, September 19, 2015** from **12pm-10pm** in Town Point Park along the Downtown Norfolk Waterfront, Virginia. The festival compiles a comprehensive line up of local, regional and national artists on three stages while offering local culinary, visual and salvage artists the chance to exhibit and sell their own talents. Embrace The Culture Indie Music and Arts Festival is free and open to the public of all ages.

The Mowgli's

When The Mowgli's first landed on the scene, their message of positivity and love resonated with audiences everywhere. The group's 2013 major label debut, "Waiting for the Dawn", debuted at #4 on the Billboard Heatseekers Chart and yielded the hit "San Francisco." Following its release, the seven-piece -- Colin Louis Dieden [vocals, guitar], Katie Jayne Earl [vocals, percussion], Dave Appelbaum [keyboards], Josh Hogan [guitar, vocals], Matthew Di Panni [bass], Spencer Trent [guitar, vocals], and Andy Warren [drums] -- performed on Jimmy Kimmel LIVE!, The Tonight Show with Jay Leno, CONAN, Watch What Happens Live, and more. Between headline tours and runs supporting everybody from Walk The Moon to Manchester Orchestra, they even cut a song for the Relativity Media hit film "Earth To Echo." Along the way, their interpretation of love became even clearer, and it defines their sophomore outing, "Kids In Love."

To read more about The Mowgli's and hear artist samples visit:

<http://www.themowglis.net/>



JOHNNYSWIM

As JOHNNYSWIM, they embody the tradition of the well-traveled singer-songwriter while cultivating a modern style that's uniquely their own. Heart Beats, the duo's debut for Big Picnic Records, is the culmination of years spent shaping what Vogue calls an "infectious sound." Of the 200-plus acts who performed at the 2013 Bonnaroo festival, only JOHNNYSWIM could naturally conjure elements of rock, blues, boleros, folk, and contemporary R&B in their music. With just a guitar and the scintillating contrast of their voices, the duo holds audiences spellbound. They are storytellers who create a sense of intimacy between them and the listener, whether performing on The Today Show, singing 333 feet underground in Tennessee's Cumberland Caverns, or illuminating the stage at O2 Shepherd's Bush Empire in London. Their songs are shaped by universal truths.

To read more about JOHNNYSWIM and hear artist samples visit:

<http://www.johnnyswim.com/>





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Royal Teeth

The songs on the band's debut album, "Glow," were penned around the idea of exploration and spirited adventures into the unknown, and its 12 tracks lay out a kaleidoscopic narrative of discovery.



The group came together in 2010 with Gary, Josh W, Poe, Josh H and Stevie, friends from all across Louisiana who'd gravitated to one another during their early days playing out in New Orleans. It was with the discovery of Nora, the last piece of the puzzle that the band began to truly hone in on what would become their sound. The aim was to have fun, with no master plan for the music at the outset. As they began to experiment, it became clear that the synthesizers they'd been playing around with elevated their effusive indie pop songs and best conveyed the buoyancy and levity of being young and anxious for the world to open up for you.

To read more about **Royal Teeth** and hear artist samples visit:

<http://royalteethmusic.com/>

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, Pepsi, 96X, and CFE Equipment Corporation.

ABOUT NORFOLK FESTEVENETS, 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 2015 season!

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