



MEDIA RELEASE

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ETC-Embrace The Culture Norfolk's Unique Indie Music & Arts Festival, Announces The Tidewater Arts Outreach Emerging Artist Stage Lineup

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

Norfolk, Virginia (August 18, 2015) – Norfolk Festevents announces the Tidewater Arts Outreach Emerging Artist Stage lineup for this year's ETC (Embrace the Culture) – **Saturday, September 19, 2015** from **12pm-10pm** in Town Point Park along the Downtown Norfolk Waterfront. 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 TAO Emerging Artist Stage is an opportunity for local artists to celebrate their dynamic talents and their love for music. MaryAnn Toboz of the Tidewater Arts Outreach organization states, "Tidewater Arts Outreach shares the joy and healing power of music and the arts with thousands of people who are in congregate care settings each year. We are honored to partner with Festevents at the ETC festival for the past several years. TAO works with hundreds of service-minded artists each year. We are thrilled to promote them, and look forward to the ETC Festival as a way of honoring their involvement in our mission".

The TAO Emerging Artist Stage will be open from 12pm to 5pm in the TowneBank Fountain Park area of the ETC Festival, located at the southeast end of the park adjacent to what will soon be the new Waterside Live building. Each artist will perform for approximately 30 minutes during their scheduled set.

The list of performers and times of appearance: (subject to change)

12:00pm – Andy Geels

12:30pm – Kelsie McNair

1:00pm – Roy Moats

1:30pm – Alice Conner

2:00pm – Mike Lawson

2:30pm – Skye Zentz

3:00pm – Tom Euler, 2015 EAC Winner

3:30pm – Dan Pellegrino

4:00pm – Holly Bishop

4:30pm – Richard Mekdeci



Continue reading to see the ETC lineup.

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."

Performance at approximately 8:30 pm (Main Stage)

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.

Performance at approximately 6:00 pm (Main Stage)

To read more about **JOHNNYSWIM** and hear artist samples visit:
<http://www.johnnyswim.com/>

Koa



Koa may hail from Nashville, Tennessee — the country music capital of the world — but the seven-piece band is more interested in groove than twang. Founded by childhood friends and songwriting duo Chase Bader and Conor Kelly, the group mashes soul, rock & roll and funk into an eclectic, danceable sound, focusing on songs that aim for the heart, head... and feet. Since playing their first show in a Nashville yogurt shop, the guys have built their audience the old-school way: by piling into a van and hitting the road, relying on live performances — rather than a big-budget marketing campaign or a major record label — to turn the most heads. Along the way, they've performed with the Wailers, appeared at popular festivals like Wakarusa and Summer Camp, and earned an audience that's as diverse and genuine as the bands own music.

Performance at approximately 3:45 pm (Main stage)

To read more about **Koa** and hear artist samples visit:

<http://www.thisiskoa.com>

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.

Performance at approximately 7:15 pm (Second Stage)

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

<http://royalteethmusic.com/>

Little Tybee



One might think from their humble beginnings in the backwaters and basements of coastal Georgia to their headlining shows at some of Atlanta's most well known independent venues that the members of Little Tybee were the harbingers of some secret formula for artistic success. In reality, they are simply a group of friends who couldn't stop making music together if they tried. The core of each of their songs begins in the relentless and creative mind of vocalist/guitarist/pianist Brock Scott. The songs mature through the dedicated musicianship of 8-string guitarist Josh Martin, violinist Nirvana Kelly, bassist Ryan Donald, and percussionist Pat Brooks. Since the release of their third album last year, they have discovered that change is not only inevitable, but indeed good.

Performance at approximately 5:00 pm (Second stage)

To read more about **Little Tybee** and hear artist samples visit:

<http://www.littletybee.com>

The Dahus



The Dahüs is an alternative rock band that formed in Norfolk, Va. in 2011. The group consists of Larry Frame (guitar, bass, keyboard, vocals) and Drew Orton (drums, backing vocals).

In October of 2013 the band released their first full-length album, which was produced and engineered by Capital Records recording artist Mark Padgett (Mae) and mastered by M-Works (David Bowie, Nirvana).

Performance at approximately 2:15pm (Second Stage)

To read more about **The Dahus** and hear artist samples visit:

<https://www.facebook.com/thedahus?fref=ts>

Little Pants



"Comprised of two siblings, Little Pants rages hard with a pop punk valor and a garage folk sheen.

Zach and Abbey Jones both grew up in the weeds of tourism that is Virginia Beach, Virginia. The ennui of suburbia and the gluttony of the resort hotel strip are reflected in their art. Their songs pair the sunny sensibilities of Weezer with the sharp observational criticism of Elvis Costello."- Jim

Performance at approximately 12:30pm (Second Stage)

To read more about **Little Pants** and hear artist samples visit:

<https://www.facebook.com/littlepantsmusic?fref=ts>



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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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