



Hello,

California WORLD FEST 2015

4-Day World Music Festival - Starting Thursday, 7/16

I'm working with The Center for the Arts to get the word out about the 19th Annual **California WorldFest** to be held at the **Grass Valley Fairgrounds - Thursday through Sunday, July 16-19.**

GREAT STORIES:

- New festival owners/arts non-profit - The Center for the Arts - take on management in 2015
- Focus on women performers with 50%+ women driven shows.
- Community & Culture - Native People's Village, Aruvedic workshops, Soul Shake Dance Church, Yoga & Tai Chi, Workshops and Jamming, Sustainable and Green
- More than 6000 attendees per day enjoy World-Class performers from 10 AM to 11 PM on 8 stages
- Nevada County Fairgrounds - California's most beautiful fairgrounds with BIG trees and rolling lawns
- Music, Dancing, Workshops, Crafts, Games, Parades for ALL AGES
- EASY ACCESS within 1 hours drive from Sacramento, 1.5 hours from Reno, 2.5 hours from the Bay Area

Featuring 8 stages with shaded grass seating, the 19th Annual California WorldFest – July 16-19 - is a family event that explores the music and culture of our world. The beautiful Nevada County Fairgrounds in Grass Valley, with Ponderosa Pines, Black Oaks, sparkling Lion Lake and level terrain, make for a perfect camping festival site. Children's programs, vocal, dance & instrumental workshops, international foods, crafts, yoga and world music create an event for all ages.

This year's talent features world-class headliners from the US and abroad along with return appearances by WorldFest favorites. Headliners include Americana singer-songwriter **Lucinda Williams**, singer-songwriter-guitarist **Richard Thompson**, Ghanaian born Afro Roots artist **Rocky Dawuni**, country/bluegrass prodigy **EmiSunshine**, Native American Academy award-winning singer/songwriter **Buffy Sainte-Marie**, world/electronica trio **Beats Antique**, Afro-Caribbean urban folk septet **Las Cafeteras**, south-east Asian inspired rockers **Dengue Fever** and many more. Many of the performers are scheduled to give workshops giving fans a chance to listen and interact close up.

Camping among the pines has become increasingly popular - this year over 2500 folks are expected to camp out. Groups return each year creating elaborate collective campsites, sharing food and jamming (often joined by main stage performers) late into the night.

This year's festival will be presented by Grass Valley's Center for the Arts. The Center for the Arts, a non-profit performing arts organization have taken on operations from founders Dan DeWayne and Christine Myers. DeWayne says, "Their commitment to the local community, strong board, vast experience in presenting diverse performers, and our shared values of family-first make them the perfect match for continuing WorldFest for years to come."

The 2015 California WorldFest is set for Thursday through Sunday, July 16 through 19 at the Nevada County Fairgrounds in Grass Valley. For tickets and information visit www.worldfest.net.



The California WorldFest began in 1997 as a showcase for some of our world's finest artists performing music and dance from the United States and around the world.

Please give me a call if I can help in lining up interviews or provide promotional material or recordings.

For more details go to www.worldfest.net.

All the Best,

Peter Wilson

peter@stringsconcerts.com

530-913-5534

PRESS RELEASE

Featuring 8 stages with shaded grass seating, the 19th Annual California WorldFest – July 16-19 is a family event that explores the music and culture of our world. The beautiful Fairgrounds in Grass Valley, with Ponderosa Pines, Black Oaks, sparkling Lion Lake and level terrain, make for a perfect camping festival site. Children's programs, vocal, dance & instrumental workshops, international foods, crafts, and wonderful music create an event for all ages.

2015 Featured Artists

LUCINDA WILLIAMS BAND
RICHARD THOMPSON
BEATS ANTIQUE
BUFFY SAINTE-MARIE
ROCKY DAWUNI
EMISUNSHINE
ACHILLES WHEEL
BIRDS OF CHICAGO
BOCA DO RIO
BRETT SHADY BAND
BRIAN HARTMAN - HEARTBASS
DAKHABRAKHA
DANIEL CHAMPAGNE

DENGUE FEVER
HONEY OF THE HEART
IZZI TOOINSKY - THE WILD MAN
JOHN TRUDELL & BAD DOG
JOY & MADNESS
JUSTIN ANCHETA BAND
KACEY JOHANSING
LAS CAFETERAS
LORRAINE GERVAIS & THE SIN CITY
ORCHESTRA
MAKANA
MAMUSE
MARIEE SIOUX

MUSICAL ROBOT
NADI - TRAVELERS MUSIC
PORTLAND CELLO PROJECT
SAMBA DROP
SARITAH
SEAN HAYES
SECRET AGENT 23 SKIDOO
SUNMONKS
THE HEIFER BELLES
THE SAM CHASE
TODO MUNDO
TUBA SKINNY
WILD & SCENIC FILM FESTIVAL

Advance tickets start at \$60 ~ on-site RV and tent camping are available. Special discounted tickets are available for teens and children. A full schedule of ticket prices can be found at www.worldfest.net.

Special programs for teens and children include Games on the Green with giant balls & a water slide, the Saturday Night Teen Dance, California Kids arts & crafts, youth workshops, and more!

SPECIAL THIS YEAR

Visit the **Native People's Village**, hosted by the **Tsi-Akum Maidu Tribe**. Learn about traditional tools and crafts. The "Village" presents the festival opening ceremony Thursday!

EVENING HEADLINERS

THURSDAY, JULY 16

PORTLAND CELLO PROJECT	5:30:00 PM
SARITAH	6:30:00 PM
JOHN TRUDELL & BAD DOG	7:15:00 PM
MARIEE SIOUX	8:15:00 PM
BUFFY SAINTE-MARIE	9:00:00 PM

FRIDAY, JULY 17

LAS CAFETERAS	5:30:00 PM
MAKANA	6:30:00 PM
DAKHABRAKHA	7:15:00 PM
SEAN HAYES	8:20:00 PM
BEATS ANTIQUE	9:15:00 PM

SATURDAY, JULY 18

EMISUNSHINE	5:30:00 PM
BIRDS OF CHICAGO	6:30:00 PM
DENGUE FEVER	7:15:00 PM
DANIEL CHAMPAGNE	8:20:00 PM
ROCKY DAWUNI	9:15:00 PM

SUNDAY, JULY 19

TODO MUNDO	5:00:00 PM
MAMUSE	6:00:00 PM
RICHARD THOMPSON	6:45:00 PM
ACHILLES WHEEL	7:50:00 PM
LUCINDA WILLIAMS BAND	8:45:00 PM

TICKET PRICES

DESCRIPTIONS	ADVANCE	GATE
ADULT 4 Day Ticket with Camping	\$185	\$205
ADULT 3 Day Ticket with Camping	\$175	\$195
ADULT 2 Day Ticket with Camping - FRI & SAT	\$145	\$165
ADULT 2 Day Ticket with Camping - SAT & SUN	\$145	\$165
ADULT 1 Day Ticket with Camping	\$85	\$95
YOUTH (13-16) All Festival with Camping	\$80	\$80
CHILD (5-12) All Festival with Camping	\$35	\$35
ADULT 4 Day (NO Camping)	\$165	\$185
ADULT 3 Day (NO Camping)	\$155	\$175
ADULT 2 Day (NO Camping)	\$110	\$130
ADULT 2 Day (NO Camping)	\$110	\$130
ADULT 1-Day Ticket - day of choice	\$60	\$65
CHILD (5-12) One Day - day of choice - Under 5 FREE	\$15	\$15
ADULT or YOUTH Thursday evening - NO Camping	\$30	\$35
YOUTH 1-Day Ticket (13-16) - day of choice	\$35	\$35

Nevada County residents ONLY!

Two-for-one tickets are available for Thursday night.

More Information or to arrange artist Interviews:

CONTACT: Peter Wilson - 530-913-5534

peter@peterwilsonworld.com

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- * Focus on women performers with 50%+ women driven shows.
- * Community & Culture - Native People's Village, Aruvedic workshops, Soul Shake Dance * * Church, Yoga & Tai Chi, Workshops and Jamming, Sustainable and Green
- * The California WorldFest began in 1997 as a showcase for some of our world's finest artists performing music and dance from the United States and around the world.
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INTERVIEW WITH FESTIVAL PRODUCER JULIE BAKER

Grass Valley's Center for the Arts has taken on producing one of Northern California's landmark festivals - The 19th annual California WorldFest.

The Center for the Arts, a non-profit performing arts organization, purchased the festival from founders Dan DeWayne and Christine Myers. DeWayne is renowned in the industry as co-founder of the ground-breaking Strawberry Music Festival and Chico World Music Festival. DeWayne says, "Their commitment to the local community, strong board, vast experience in presenting diverse performers, and our shared values of family-first make them the perfect match for continuing WorldFest for years to come."

The Center has become one of the busiest production companies in Northern California booking over 200 shows a year at multiple venues giving executive director Julie Baker considerable experience programming concerts.

Baker says, "At The Center - from drive up to drive off - we try to create a special, comfortable, welcome experience for 3 or 4 hours. With WorldFest we get to create an environment for 4 days. With everything from music, to dining, to shopping, to children's' activities it's a deeper and richer project and it gives us an opportunity to really shine."

Baker adds, "In the music industry festivals have become the primary way musicians find an audience. The huge mega-festivals have the same lineup from town to town - whatever pop music is today. With WorldFest we have the same quality but it's artists that are yet to be discovered. That's more fun to me and a much more intimate experience for the audience. I can go to the BIG festival and hear the same thing that's on the radio, but the arts should be introducing people to something new. That's makes sense to our mission.

"It's not common for a non-profit to take on producing an established festival but, because we have a strong foundation of support, we can take on a world music festival as part of our mission. What an exciting opportunity for Nevada County to own this festival! The Center is a reflection of the community and we can continue to establish Nevada County as an mecca for the arts.

"What makes a great festival is that sense of community. We hope to expand on that."

The Center for the Arts has announced two headline performers - Lucinda Williams Band and Richard Thompson - to close the four-day California WorldFest on Sunday, July 19.

Center for the Arts executive director Julie Baker says, "These two stellar artists will be the perfect finale to four days of camping, workshops, great food and spectacular music at the Nevada County fairgrounds. We are just thrilled with how the whole lineup came together and can't wait to share these artists with our community and the thousands that come to visit for the festival."

Lucinda Williams emerged from Lake Charles, Louisiana - a town with a rich tradition in all of America's indigenous music, from country to the blues - imbued with a "culturally rich, economically poor" worldview. Several years of playing the hardscrabble clubs of her adopted state of Texas gave her a solid enough footing to record a self-titled album that would become a touchstone for the embryonic Americana movement. For much of the next decade, she moved around the country, stopping in Austin, Los Angeles, Nashville, and turning out work that won immense respect and a Grammy for Mary Chapin Carpenter's version of "Passionate Kisses". Her music is invariably hailed for its indelible impressionism -- like 1998's Car Wheels on a Gravel Road, which notched her first Grammy as a performer.

Named by Rolling Stone Magazine as one of the Top 20 Guitarists of All Time, Richard Thompson is also one of the world's most critically acclaimed and prolific songwriters. He has received Lifetime Achievement Awards for Songwriting on both sides of the Atlantic - from the Americana Music Association in Nashville to Britain's BBC Awards and the prestigious Ivor Novello. In 2011, Thompson was the recipient of the OBE (Order of the British Empire) personally bestowed upon him by Queen Elizabeth II at Buckingham Palace. Most recently, the Americana Music Honors & Awards nominated him for "Artist of the Year".

Nestled in the foothills of the Sierra Nevada mountains, near the majestic Yuba River with access to the Victorian era gold rush towns of Nevada City and Grass Valley, California WorldFest's 19 year history at the most beautiful fairgrounds in California is experiencing a re-birth. The Center for the Arts, a non-profit performing arts organization with a venue located in downtown Grass Valley, acquired WorldFest from Maple Creek Presents owners Dan DeWayne and Christine Meyers.

Featuring 8 stages the four-day California WorldFest – July 16-19 - is a family friendly event that explores the music and culture of our world. Mainstage performers include a mashup of world music superstars and legends-in-the-making with intimate workshops and side stage performances to see, hear and interact with artists up close. Camping, children's programs, vocal, dance and instrumental workshops, international foods, crafts, yoga and world music create an event for all ages.

Center Executive Director Julie Baker says, "WorldFest has a reputation for pioneering what a music festival can be--a place to gather, share and discover. We plan to build on the core elements that have been so successful; while adding an Eco-Tent featuring sustainable technology, late-night DJ dance parties, visual artists participation, activities for teens along with workshops encouraging attendees to participate."

This year's performers include world-class headliners from the US and abroad. It's a diverse lineup from world/electronica trio Beats Antique to country/bluegrass prodigy EmiSunshine. Headliners include Americana singer-songwriter Lucinda Williams, singer-songwriter-guitarist Richard Thompson, Ghanaian born Afro Roots artist Rocky Dawuni, country/bluegrass prodigy EmiSunshine, Native American Academy award-winning singer/songwriter Buffy Sainte-Marie, world/electronica trio Beats Antique, Afro-Caribbean urban folk septet Las Cafeteras, south-east Asian inspired rockers Dengue Fever and many more. Selected performers are scheduled to give workshops offering fans a chance to listen and interact close up.

In recent years camping has been at capacity with over 2500 attendees sharing the deep shade under tall pines. Groups return each year creating elaborate collective campsites, sharing food and jamming (often joined by main stage performers)

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This year The Center for the Arts, a non-profit performing arts organization, has taken on operations from founders Dan DeWayne and Christine Myers. DeWayne says, "Their commitment to the local community, strong board, vast experience in presenting diverse performers, and our shared values of family-first make them the perfect match for continuing WorldFest for years to come."

Center Executive Director Julie Baker adds, "In recent years we've become a financially stable non-profit. The opportunity to take on WorldFest came at a time when we were looking for a way to expand and further our mission. WorldFest is exactly what we were looking for - a way to put dollars to work supporting local artists, vendors, artisans and to celebrate our vibrant arts scene."

Summer festivals and WorldFest in particular have a significant effect on the local economy by bringing in music lovers from a broad region. The Center has collaborated with the Nevada County Economic Resource Council to find ways to increase tourism and awareness. Baker says, "Just because it says 'non', it doesn't mean non-profits don't have a significant impact on the economy. It's exciting for an operation like ours is to take over programming WorldFest. It's a big switch from annual programming in smaller venues to focusing on one big weekend."

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