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ArtsWave adds Beer for a Year prize to workplace Battle of the Bands CincyJams, Presented by Accenture

CINCINNATI (April 21, 2022) – As ArtsWave, the region's engine for the arts, signs up company bands for its inaugural workplace Battle of the Bands competition, CincyJams, presented by Accenture, it's added an additional prize: Beer for a Year.

Fretboard Brewing Company will be the beer sponsor, and this new prize will be received by the runner up team to the "Fan Favorite," creating sets of prizes for three winning bands.

The top two bands – the "Fan Favorite," selected by audience applause and the "Fan Funded," selected by funds raised to support the arts – will receive the opportunity to perform on stage at the largest arts event in the region: this year's BLINK®, illuminated by ArtsWave, happening October 13-16, 2022.

The "Fan Favorite" band will have the chance to cut their own album as they prepare for their appearance on stage at BLINK, with recording time at Studeō Par- in Northside through Cincinnati Music Accelerator. Prior to the recording session, they will receive two one-on-one coaching sessions – one from the family of Bootsy Collins and the other from Drew Lachey.

Members of the "Fund Favorite" band will receive pairs of tickets to this year's Cincinnati Music Festival presented by P&G, featuring headliners Charlie Wilson and Janet Jackson.

All three winning bands will receive merchandise from Hard Rock along with an array of tickets to the region's arts.

CincyJams is a free-admission, easy-to-enter event that will bring employees together in businesses across the region to play music and cheer on their coworkers, while raising funds for the arts. It happens May 19 at 7 p.m. at Hard Rock Café. Radio One's R&B, Hip-Hop and "The People's Champ" DJ Don Juan Fasho will emcee the event. Participating companies will have at least two employees, and friends and family are encouraged to join. Workplaces can have one or more bands representing them. All band participants and attendees must be 21 or older.

CincyJams is part of the 2022 ArtsWave Campaign, the largest community campaign of its type in the nation and the primary local source for funding the region's arts. After two years of a pandemic that has created \$140+ million in losses to the nonprofit arts

sector, CincyJams is a way everyone can come together in an enjoyable way to support the region's arts.

In addition to presenting sponsor Accenture, CincyJams is supported by these sponsors: Hard Rock Casino Cincinnati, Cincinnati Enquirer, Cincinnati Music Accelerator, the Bootsy Collins Foundation, Lachey Arts and Cincinnati Music Festival presented by P&G Fretboard Brewing Company and Radio One.

For more information on how to enter, go to artswave.org/cincyjams.

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About ArtsWave

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the engine for the arts. Its roots stem back to the late 1920s when the Cincinnati Taft family provided initial investment matched by community support. In the late 1940s, it evolved to become the first united arts fund in the nation and in the mid-1970s, the first organization to initiate workplace giving for the arts. ArtsWave continues to innovate while leading, as illustrated by its No. 1 rank nationally in community arts fundraising; coordination of a sector-wide Blueprint for Collective Action; piloting of new technologies to maximize arts engagement; and development of resources for the arts.

Strong funding for the arts has allowed Cincinnati's arts and culture scene to become a national draw and regional asset, creating a wave of economic and community benefits. Each year, ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. ArtsWave has set a goal of \$11.5 million for its 2022 Campaign, an amount necessary for the arts, given the difficult health and economic crisis that has spanned nearly two years, affecting the entire region. Donations can be made at artswave.org/give.

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