



Media Notice

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IMMEDIATE RELEASE

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New Pandemic Era Business Model for Bands & Fans

“A440 FEST” TO OFFER LIMITED, DIVERSE LIVE CONCERTS FOR MUSIC FANS – AND A WAY TO CREATE PROFESSIONAL VIDEO CONTENT FOR BANDS AND OTHER ARTISTS -- AT THE SOUTHERN THEATER BEGINNING OCTOBER 20 THROUGH THE NEW YEAR

Optional 'Virtual Cover Charge' donations will bring these live concert performances to YouTube 2 weeks after the live event as a free performance

TWIN CITIES – October 5th, 2020 – As the outdoor Covid-19 concert season closes, “[A440 Fest](#)” hopes to reinvent the live concert and video content model for fans and bands as we head into winter during the ongoing global pandemic. After almost 25 years in the music industry providing rehearsal space and video production and recording services for national and local artists ranging from **Neil Young** and **Bonnie Raitt** to **Hippo Campus**, **Ziggy Marley**, **Shinedown** and many others, [A440 Studios](#), in partnership with **Mick Sterling Presents**, will launch a diverse line-up of live concerts at the Southern Theater (1420 South Washington Avenue Mpls, 55454) with full audio and video production.

The six-week festival -- beginning October 20 and running into the New Year -- will hopefully satisfy music fans appetite for live music in person and via YouTube – and give participating bands and artists 5-Star video content that can be used for promotion in

the coming year. Partial proceeds from the Fest will also benefit Sterling's non-profit, [The 30 Days Foundation](#).

"A440 Fest" will feature a spate of Tribute Bands and groups playing original material, such as [Red Eye Ruby](#), an eclectic cabaret-styled foursome (Oct. 29), and eight area songwriters from different groups in a Minnesota Songwriters Showcase called [MNNAKED](#) – just playing acoustic guitars only (Oct. 25). Others will be announced soon.

But if you're a fan of the **Jackson 5, Kansas, Styx, Journey, Iron Maiden, Led Zeppelin, Billy Joel, David Bowie, Elton John, John Mellencamp** and dig **Blues, Cajun** and **Bluegrass** music, you're bound to find a favorite in the lineup. **Steeling Dan** -- a 13-piece group playing the entire **Steely Dan Aja** album -- is already sold out (Oct. 22)!

How A440 Fest Works

- **Only 25 Tickets – for seats at the Southern Theater -- are available for each performance (check the A440 website and watch for updated news releases for each show for varying ticket prices).**
- **Mask-wearing and social distancing measures will be strictly enforced for in-person attendance at the theater.**
- **A “Virtual Cover Charge” donation of any amount is available for those who wish to support and view a show on YouTube two-weeks after the performance – once the post-production features have been added.**
- **Each band in the festival receives the final video of their performance to be used as video content on their websites, in an EPK, and for other promotional efforts.**

“With A440 Fest, we are trying to help bands put their best foot forward in these challenging times by delivering a live concert video to their fans. It's a business model that benefits both the artist and the public.” says John Heinen, Managing Partner and Senior Audio Producer for A440 Studios. He also plays in and is a founding member of the band Steeling Dan. “Fans have a wide variety of music to choose from, while bands get to play live again, get paid, and also come away with a professionally captured and post-produced concert video that will give them great content to secure more gigs in the new year when this virus finally goes away.”

“We are committed to providing a place for music to exist and thrive within an industry that has been brought to its knees by this global pandemic. If you listen to music (who doesn't) - and if you want it in your life (now and in the future) - we hope the public will support this timely alternative of keeping music, musicians and live events viable in our community.”

For more information – or to interview John Heinen about A440 Fest and his longtime involvement in the Twin Cities music industry – please contact Martin Keller, Media Savant Communications, 612-729-8585, mkeller@mediasavantcom.com



*More About A440 Studios

Since 1996, A440 Studios has been a landmark producer of high-quality recordings, and audio/video products and services in Minneapolis Minnesota. It has supported the local and national music community with Best-in-Class, affordable production services, helping working musicians to thrive and reach new heights. Its Client List that includes Bonnie Raitt, Neil Young and countless others speaks for itself: <http://www.a440studios.com/clients.html>