



**FOR IMMEDIATE RELEASE
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**DOWNTOWN BERKELEY LAUNCHES SUMMER ONLINE ARTS FESTIVAL
Arts & Entertainment District presents virtual events from Aug. 13 to Sept. 24**

(Berkeley, CA) — The Downtown Berkeley Association (DBA), Along with seven prominent arts and entertainment organizations located in Downtown Berkeley presents the first ever Downtown Berkeley Summer Online Arts Festival: **August 13th through September. 24th.**

This online experience will be delivered in seven one-hour episodes representing each of the arts organization in the festival. Every Thursday starting on **August 13** and running through **September 24**, at 1pm a new one-hour long episode will go live featuring a mix of live and prerecorded musicians and performers. Each episode will include 30 second ads from various local Downtown Merchants.

The goal of the festival is to connect viewers to their favorite Downtown arts venues and encourage viewers to help keep the arts alive by making donations directly to the organizations during the episodes.

August 13 Ep 1:	East Bay Media Center
August 20 Ep 2:	The Berkeley Symphony
August 27 Ep 3:	The Back Room
September 3 Ep 4:	The Freight & Salvage
September 10 Ep 5:	The UC Theatre
September 17 Ep 6:	Berkeley Repertory Theatre
September 24 Ep 7:	The Cornerstone

According to John Caner, CEO of the DBA, “We are delighted to connect our world renown arts district and creating a way for folks to donate directly to these amazing organizations.” Caner adds, “Thru programs like our Summer Arts Festival we want people to know that real arts and culture never sleeps in Downtown Berkeley despite the global pandemic.”

David M. Mayeri, Executive Director of The UC Theatre, adds “We truly are humbled to be a part of this first-time arts event! Keeping the arts alive in Downtown Berkeley is essential to a healthy society and a healthy community! We’re looking forward to welcoming you all back to concerts at theatre when its safe, in the meantime... Wear a Mask - Let's get through this together.”

Steve Tate, Marketing Director of the Berkeley Rep., comments, “Until we can welcome back our audience, we are excited to be part of events like this! We are so proud to be a part of the 2020 Summer Online Arts Festival and represent theatre in Downtown Berkeley.”

For more information about the Downtown Berkeley Summer Online Arts Festival please visit: https://www.downtownberkeley.com/summer2020_arts_fest/

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