



ARISE MUSIC FESTIVAL

FOR IMMEDIATE RELEASE

Contact: Shannon Bock, Marketing Director

Phone: 720-365-5281

Email: shannon@arisefestival.com

Arise Music Festival Goes Virtual With “Trans-Global” Music Alliances

***Sponsorship of Rocky Mountain Virtual Music Festival and Earth Spirit Festival
Scheduled With Series of Online Performances***

BOULDER, COLO. (March 30, 2020) – At a time when striking a sense of community is severely hindered, Arise Music Festival has risen to the occasion locally, globally and from a new angle: virtually. Boulder-based Arise has forged strategic alliances with Rocky Mountain Virtual Music Festival of Denver and Earth Spirit Festival 2020 of New Zealand to present musical performances via the internet.

In the wake of COVID-19 event closures, Arise immediately sought alternative ways to orchestrate music venues for audiences across the globe. Harnessing technology, Arise Music Festival’s collaborations with Rocky Mountain Virtual Music Festival and Earth Spirit Festival provide a solution by promoting community in this time of social distancing. “During times of crisis, we need art the most to keep our souls alive and help us express the best parts of our nature,” said Arise producer and owner Luke Comer. “With great excitement, we want to announce this opportunity to be able to support the music community on a local and global scale.”

Both festivals support musicians, artists and other creatives impacted by COVID-19 fallout while offering positive experiences for viewers. Events feature musicians, bands and artists, as well as workshops, yoga sessions and related activities online. The virtual platforms serve as vehicles to build and strengthen community, facilitate interactive engagement, and celebrate life while group gatherings are restricted. “At a

time when distancing is our current reality, we recognize the opportunity for music to connect and unify from across the street to around the world,” stated Comer.

Presented by Arise Music Festival, Rocky Mountain Virtual Music Festival is already underway with live performances every Friday from 10 a.m.-10:15 p.m. MDT. As a livestreaming event, the ongoing festival spotlights Colorado-based bands and artists, premieres music videos, and offers interactive activities. The festival advocates for safe practices as mandated by the Centers for Disease Control and Prevention rules and local governing authorities. For more information about Rocky Mountain Virtual Music Festival, visit <https://www.facebook.com/rmvirtualmusicfestival/>.

With the purpose of connecting major artists and minds from around the world directly to viewers, Earth Spirit Festival is an online global event sponsored by Arise Music Festival. Broadcasting live from New Zealand, the festival will stream in the U.S. on April 4 starting at 3 p.m. MDT. Earth Spirit Festival is produced by leading New Zealand wellness events company NZ Spirit. For more information about Earth Spirit Festival, visit www.earthspiritfestival.com or <https://www.facebook.com/nzspiritevents/>.

For more information about Arise Music Festival, visit www.arisefestival.com or <https://www.facebook.com/arisemusicfestival/>.

For access to festival or event photos, or to arrange interviews, please contact Shannon Bock at shannon@arisefestival.com.

Independently owned and operated, the Arise Music Festival is committed to producing an annual gathering that is a vehicle for building, centralizing and strengthening community. Core to the Arise mission is creating a festival experience inspiring positivity and active engagement. Orchestrating many modalities through music, design, dance, theater, narrative, lighting and social interaction, Arise seeks to create a safe and beautiful environment for patrons to enjoy meaningful, powerful and uplifting experiences.

###