

“JEWS, ROCK & ROLL” LAUNCH BENEFIT HONORS MUSIC INDUSTRY LEGEND MIKE STOLLER

POP-UP MUSEUM ROCKS NORTH AMERICA

for immediate release

NEW YORK CITY (MAY 1, 2015) – On Tuesday, May 26, a benefit for the “JEWS, ROCK & ROLL” Pop-Up Museum will honor Mike Stoller, co-creator of rock legends “Stand By Me,” and “Jailhouse Rock.” This landmark event honors Stoller by showcasing a signed score of the hit single, “Hound Dog,” made famous by Elvis Presley and penned by Stoller and his songwriting partner, the late Jerry Leiber.

The evening includes a world-premiere performance celebrating the history of “Jews in Rock and Roll” by Ben Sidran, award-winning musician, producer, journalist and author of There Was a Fire: Jews, Music and the American Dream, a National Jewish Book Award Finalist.

A project of the non-profit Downtown Arts Development, “**JEWS, ROCK & ROLL**” is a unique traveling exhibit that spotlights the history and influence of Jews in American music since the 1930s. This innovative pop-up museum reveals the fascinating story of a small group of immigrants who helped shape American pop culture. Drawing on musical samples, iconography and more, the show literally rocks audiences as it shines a spotlight on music legends from the dawn of the industry to today.

“The music we call rock and roll didn’t come out of nowhere,” says City Winery CEO Michael Dorf, the exhibit’s executive producer and co-creator. “Its roots go deep into the American experience and you don’t have to dig too far to discover a strong Jewish presence in the rock and roll ecology. Our goal is to shine a light on that presence.”

Unprecedented in both theme and scope, “**JEWS, ROCK & ROLL**” aims to reach more than half a million people in a cross-country tour. As a pop-up, it will welcome the public at short-term venues in storefronts located across 10 to 15 cities throughout the U.S., as well as select locations abroad. Slated to launch in Spring 2016 and tour for two to three years, “**JR&R**” will rock Miami, San Francisco, Washington, Philadelphia, Boston, New York, Chicago, Toronto, Cleveland, Los Angeles, Houston, Atlanta, San Diego, London and Jerusalem.

Museum audiences will gain a rich understanding of Jewish identity and ethnicity by exploring the development of jazz, blues, R&B, pop music, and, of course, the business of the business.

"JEWS, ROCK & ROLL" is organized, around five specific themes: The Rise of the American, The Rise of the Teenager, The Rise of Counter Culture, The Rise of the Record Industry and The Rise of the Post-Modern American. The show features not only great musicians, but also those unique personalities who helped make American popular music a great driving force of culture and influence, including the Chess Brothers, Rick Rubin, Milt Gabler and Moe Asch. An exploration of the unique role of these figures in the evolution of American popular music opens a rich conversation about intersections between ethnicity, Jewish tradition and pop culture. **"JR&R"** reveals how one particular population, once on the margins of American culture, not only helped define the mainstream. It also made room for other minorities to shine.

A private donor has graciously provided initial support for **"JEWS, ROCK & ROLL"** to briefly open its doors for one night, May 26th, 2015 for a launch benefit at a venerated New York music venue, City Winery, founded by music impresario, Michael Dorf, formerly of the Knitting Factory. The event is scheduled for 7 – 9 pm at City Winery, located at 155 Varick Street, south of Houston in Manhattan.

When it comes to American music, few observers know about the Jews behind the hits. "Jews wrote it, published it, performed it, produced it, promoted it and even named it," Sidran says. "Now is a good time for them to claim it, not just to memorialize their past but to insure their future."

"JEWS, ROCK & ROLL" is a joint project of Michael Dorf, Executive Producer and Co-Founding Creator, and David Franklin, Curator and Co-Creator. Dorf has been producing music for thirty years, currently at the City Winery and previously at the Knitting Factory. He has also produced tributes for Neil Sedaka at Avery Hall. Each year, he also produces a charitable tribute series at Carnegie Hall to benefit music education programs in New York. David Franklin, a Jewish communal professional with more than twenty-five years of Jewish non-profit and arts promotion experience, is director of The International Jewish Presenters Association and the Schmooze: The Jewish Culture Conference.

In addition to Dorf and Sidran, who also serves as an exhibit consultant, the project's advisory committee includes a stellar cast of leading music industry professionals, including

Craig Balsam, Founder & President Razor & Tie Records
Steve Berkowitz, Sony Legacy
Michael Cohl, Promoter
Marty Diamond, Paradigm Talent Agency
Charlie Feldman, Vice President, BMI
Jason Flom, Lava Records
Danny Goldberg, President Gold Village Entertainment
Richard Gottehrer, The Orchard
Steven Greenberg, Founder & President, S-Curve Records
Andrew Hurwitz, Ropeadope
Ken Levitan, Founder & Co-President of Vector Management
Mel Lewinter, Sony Music
Larry Miller, Professor, Music Business NYU
Larry Rosen, Producer
David Sable, CEO, Y&R
Peter Shapiro, Promoter
Seymour Stein, Co-founder of Sire Records

Join us in introducing music lovers everywhere to this incredible project. Become part of the historic unfolding of this traveling exhibit exploring the Jewish impact on popular culture. Consider becoming a funder, sponsor of the exhibit, or organizer of a table at this exciting evening of music and philanthropy.

Tickets begin at \$250. More information is available at www.jewsrockandroll.com.

FOR MORE INFORMATION CONTACT:

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