



Jenna Cole: Feature Story with Photo, Backgrounder, Fact Sheet, Logo
Benjamin Esakof: Contact Sheet, Photo Gallery, Photo Op Announcement,
Social Media Strategy
Victoria Stefanelli: Press Release (mail), Press Release (email),
Promotional Flyer



FOR IMMEDIATE RELEASE
December 5th, 2016

Festival for a Cause
5555 Commonwealth Ave.
Boston, MA
02109

FOR MORE INFORMATION:
Yvette Hernandez
Publicity Manager
yvette@ffac.org
(C) (617) 555-5551

Festival for a Cause, an annual music festival to support the MSPCA in Methuen, MA, is returning to Boston on July 22, 2017.

BOSTON, MA – On Saturday, July 22, 2017, the Festival for a Cause Music Festival will be returning to Boston Lawn in Boston, Massachusetts for its 6th annual concert benefit extravaganza. The event is sponsored by Starbucks, PETA, and Iams, and 50% of the proceeds will be donated directly to the Methuen Massachusetts Society for the Prevention of Cruelty to Animals.

The festival doors open at 11:00AM, with Tory Lanez kicking off the line up at noon. Performances will run on the hour from 12PM – 3PM, and then from 4:30PM – 8:30PM. Following the red carpet, Coldplay and Nicki Minaj headline the show, with performances at 7:30, and 8:30 respectively.

Tory Lanez, Nathan Sykes, Falling in Reverse, and Charlie Puth will all have album signings immediately following their performances. These signings are a first come, first serve event available to both general admission and VIP ticket holders. Although, there will only be 200 spots available for each signing. Each signing will be held at the merchandise tent for the respective artist.

At 4PM, there will be a backstage red carpet event between performances of Falling in Reverse and Coldplay. This event will not be open to the general public, but VIP ticket holders will have an opportunity to enter a raffle to attend this backstage event. Otherwise, only approved photographers will be able to take photographs.

“I am so unbelievably proud of how far we have come since starting this festival just six years ago. At our first festival, we were only able to bring in about 1,000 attendees with three artists performing,” said Jonathan Applegate, founder of FFAC, “It’s incredible how much money we’ve been able to raise for such an amazing cause as the MSPCA.”

Food vendors will be posted around the Lawn, as will stands serving alcoholic beverages. All ticket holders will be carded upon entry, and will receive wristbands if 21 years or older and eligible to be served alcohol. There will also be merchandise tents for every artist performing at this year’s festival, in addition to a tent dedicated to donations for the MSPCA, where attendees can donate or purchase merchandise (100% of this tent's proceeds will go to the shelter). All bags will also be checked upon entry of Boston Lawn, and may be no larger than 12”x12”. No outside food or drinks will be permitted on the Lawn during the festival.

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CC: Alex.Vitoulis@billboard.com, Gary.Trust@billboard.com
From: yvette@ffac.org
Subject: FFAC PRESS RELEASE

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MUSIC FESTIVAL

JULY 22, 2017
DOORS OPEN AT 11AM

ARTISTS

• COLDPLAY • • NICKI MINAJ •
• DJ KHALED • • TORY LANEZ •
AND MORE

GENERAL ADMISSION - \$100 VIP - \$250

HELP RAISE MONEY FOR THE MSPCA

WWW.FESTIVALFORACAUSE.COM



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Backgrounder

Festival for a Cause is celebrating its sixth annual event this June. This event is an important way to raise money for the MSPCA at Nevins Farm in Methuen, MA. Thirty percent of the entire festival's proceeds go back to the MSPCA.

Founded in 1868, the MSPCA at Nevins Farm seeks to prevent animal cruelty and abuse. As a no-kill shelter, the main goal is to find a forever home for every animal that comes through the doors. The organization is non-profit, so they are always seeking donations, and help in any way possible.

FFAC brings in ten outstanding artists each year to perform and raise awareness and money for a good cause. The festival is a safe space for fans to interact and share their passion for music, animals, and everything in between. The upbeat, party atmosphere created at the event has become the festival's trademark and draws in people from around the world.

Jonathan Applegate founded FFAC in 2010 after adopting a dog from the MSPCA. He loved the organization so much that he wanted to make sure that other people could find their perfect pet like he did. Mr. Applegate's leadership has been integral to the establishment and success of the festival.

In its first year, FFAC had only three moderately-known artists: Zendaya, Cher Lloyd, and James Durbin. Drawing in an astounding 2,000 guests, FFAC was a huge success, and gained enough attention to more than double attendance the following year. Six years later in 2016, FFAC attracted a massive audience of over 45,000 fans to see the likes of Beyoncé, Rihanna, and other A-list acts.

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Festival for a Cause Returns for Its Sixth Year

Seven years ago, Harvard Business School graduate, Jonathan Applegate adopted his first family pet from the MSPCA in Methuen, MA. He instantly became obsessed with the organization and wanted to come up with a way to support them in a way other than through adoption. That summer, Applegate traveled to New York to attend the Afropunk festival. He became inspired to create a festival of his own where a portion of the proceeds could go directly towards supporting the MSPCA. “I wanted to give back to a place that I felt deserved the help, and I don’t believe any place could be more deserving than the MSPCA,” Applegate said.

The following spring, Applegate gathered a team of his Harvard colleagues to help put his idea into place. The MSPCA was thrilled to hear of the festival, and helped advertise as much as they could. Through strategic industry partnerships and many phone calls, Applegate and his team were able to assemble a lineup of three artists to perform. Located in Cambridge, MA, they booked the Waterfront Concerts Venue for July 22. They spent months contacting the press, and getting their name out there. To their extreme surprise, tickets began to sell fast. “We watched the numbers go up slowly, and then, all of a sudden, we had sold over 1,000 tickets,” Yvette Hernandez, Publicity Manager, said. “We were completely flabbergasted.”

By the festival’s third year, the Waterfront Concerts Venue was not big enough to host the vastly growing numbers of attendees. They then moved to Boston Lawn in 2012, where the festival has been hosted there ever since.



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Each year, the attendance continued to rise. Soon, popular artists began reaching out to FFAC instead of the other way around. Bigger names were added to the lineup, and, therefore, the demand for tickets skyrocketed. This November, 2016, the lineup was released containing all of the names you can look forward to for the 2017 festival: Coldplay, Nicki Minaj, Tory Lanez, DJ Khaled & Friends, 2 Chainz & Lil Wayne, Nathan Sykes, Falling In Reverse, Chance the Rapper, and Charlie Puth.

Ticket sales are expected to continue to rise and reach an all time high next year. They can be purchased on Ticketmaster.



Founder & Director of Operations Jonathan Applegate holding a shelter puppy outside the Festival for a Cause office in 2015 (Photo Credit: Gabe Snow/Festival for a Cause).

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Photo Package:



Coldplay performing on their “Head Full Of Dreams” tour in 2016. They’ll co-headline Festival for a Cause in 2017. (Photo credit: Benjamin Esakof/Roman’s Rap-Up Media Group, LLC).



Nicki Minaj performing at the Billboard Hot 100 Festival in 2015. She’ll co-headline Festival for a Cause in 2017 (Photo credit: Benjamin Esakof/Roman’s Rap-Up Media Group, LLC).



DJ Khaled posing backstage at Made in America 2016. Khaled will play an unforgettable set at Festival for a Cause in 2017 (Photo credit: Benjamin Esakof/Roman’s Rap-Up Media Group, LLC).



Tory Lanez posing backstage at Made in America 2016. He’s set to perform at Festival for a Cause in 2017 (Photo credit: Benjamin Esakof/Roman’s Rap-Up Media Group, LLC).



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Chance The Rapper performing in September of 2016. Chance will be performing at Festival for a Cause in 2017 (Photo credit: Benjamin Esakof/Roman's Rap-Up Media Group, LLC).



Charlie Puth posing in his tour bus in October, 2016. Puth will play an unforgettable set at Festival for a Cause in 2017. (Photo credit: Benjamin Esakof/Roman's Rap-Up Media Group, LLC).



Falling In Reverse performing live in concert. The rock band will perform in person at Festival for a Cause in 2017 (Photo Credit: Jordan Tan Photography).



Nathan Sykes posing for a photographer at iHeart's studio in NYC. Sykes will be performing at Festival for a Cause in 2017 (Photo Credit: Rachel Kaplan/iHeart Media).



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2 Chainz and Lil Wayne onstage together at Made in America 2016. They'll play an unforgettable set at Festival for a Cause in 2017. (Photo credit: Benjamin Esakof/Roman's Rap-Up Media Group, LLC).



Over 45,000 people attended Festival for a Cause in 2016. This number is expected to increase to over 60,000 in 2017. (Photo credit: Benjamin Esakof/Roman's Rap-Up Media Group, LLC).

HIGH RESOLUTION PHOTOS CAN BE DOWNLOADED AT THE LINK BELOW:

Photo download— <http://bit.ly/FFAC2017>

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Photography Opportunities:

Credentialed photographers will have the opportunity to photograph the festival from unique and exclusive positions around the venue.

Photo rules:

- First 3 songs from the stage photo pit
- No flash
- No step stools or camera poles with remote trigger
- Absolutely no backstage, onstage or artist compound access allowed without explicit, written prior permission from festival staff or artist management.

Artists and their management retain the right to refuse entry to the photo pit at any time for any reason.

Please note—

All videographers are required to have an escort from the PR team, and may only film the first 30 seconds of each artist's set from the platform above the soundboard. No line will be provided.

Red Carpet:

There will be backstage red carpet arrivals beginning at 4PM. Each approved outlet will have a reserved spot. We recommend bringing a small step ladder, as there will be two rows of photographers. We also recommend sending 2 photographers, as the red carpet and festival run simultaneously.

Interviews:

Interviews are to be arranged directly with artist management. There will be a secure press tent for journalists and photographers to file onsite, where interviews may also occur. Festival for a Cause is not responsible for arranging any interviews. An artist contact sheet is available upon request after credential confirmation.

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Social Media Support:

We kindly ask that media interested in covering Festival for a Cause 2017 provide social media support in the days and weeks leading up to the show. We've provided "cheat tweets" below for your convenience.

"@nickiminaj & @coldplay to headline @FFAC 2017! Get all the details—> INSERTWEBSITE #FestivalForACause"

"#FestivalForACause 2017 just announced! Who will we be seeing? INSERTWEBSITE @FFAC"

"Hip hop royalty @nickiminaj to headline #FestivalForACause! Get your tickets at ticketmaster.com/FFAC"

".@FFAC, the only major festival to benefit animal shelters, announces A-list 2017 lineup—> ffac.org"

"#FestivalForACause to bring one-of-a-kind music experience to Boston in 2017 INSERTWEBSITE @ffac"

".@FFAC is only 1 week away! Get your tickets before they sell out—> ticketmaster.com/FFAC #FestivalForACause"

Links—

Twitter: twitter.com/FFAC

Instagram: [instagram.com/FFAC](https://www.instagram.com/FFAC)

Facebook: [facebook.com/FFAC](https://www.facebook.com/FFAC)

Snapchat: FestivalForACause

Fans can also receive Festival for a Cause updates directly to their phone by texting "FFAC2017" to 55732.

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Schedule of Events

Saturday July 22, 2017

9:00AM - 11:00AM

9:00	Attendee line up begins outside Boston Lawn
11:00	Festival doors Open

12:00PM - 10:00PM

12:00	Tory Lanez performs
12:45	Tory Lanez album signing
1:00	DJ Khaled & Friends perform
2:00	Nathan Sykes performs
2:45	Nathan Sykes album signing
3:00	Falling in Reverse performs
3:45	Falling in Reverse album signing
4:00	Backstage red carpet arrivals
4:30	Chance the Rapper performs
5:30	2 Chainz & Lil Wayne performs
6:30	Charlie Puth performs
6:15	Charlie Puth album signing
7:30	Coldplay performs
8:30	Nicki Minaj performs
10:00	Festival ends

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Fact Sheet

What: A single-day, annual music festival located in Boston, Massachusetts, founded by Jonathan Applegate, and featuring 10 big name artists to help raise money for the MSPCA in Methuen, MA.

Performers: Coldplay, Nicki Minaj, Tory Lanez, DJ Khaled & Friends, 2 Chainz & Lil Wayne, Nathan Sykes, Falling In Reverse, Chance the Rapper, and Charlie Puth.

Where: 5555 Commonwealth Ave,
Boston, MA 02109

When: July 22, 2017. Doors open at 11am.

Why: To raise money for the MSPCA at Nevins Farm in Methuen, MA.

How Much: General admission - \$100, VIP - \$250

Website: www.festivalforacause.com

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CONTACTS / PRESS CREDENTIAL APPLICATION:

Press credentials for the 2017 “Festival for a Cause” are required to attend. Due to the overwhelming number of submissions we receive, submitting an application for press credentials does not guarantee approval. You will receive a follow up email closer to the date with confirmation as to whether or not we can accommodate your request.

In order to apply for press credentials to Festival for a Cause, the assigning editor must fill out the following application form. If you are a freelance journalist or photographer, you must be on assignment from a media outlet. If you are not the assigning Editor or are a freelance journalist or photographer, please forward this form to the appropriate person to be completed. Please note that journalists and photographers not on a specific assignment with a credible media outlet will not be credentialed.

Space in the photo pit is extremely limited due to restrictions by the fire marshal. If we cannot accommodate a photo credential for your publication, Getty Images will be onsite, as well as our house photography team. You will be serviced a photo download link following the event.

Please fill out the following application and email to credentials@rogersandcowan.com no later than March 30th, 2017. Late applications will not be accepted. Decisions will be sent out the end of May. Please do not email to follow up on the status of your application prior to this time.

Publication/Outlet _____

Editor’s Name / Email Address _____

Journalist Name _____ Email: _____

Cell #: _____ Number of Credentials Requested: _____

Photographer Name _____ Email: _____

Cell #: _____ Number of Credentials Requested: _____

PLEASE UNDERLINE ONE: Daily Weekly Regional National Online

Circulation/Views Per Month _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Cell _____ Email _____

Website _____

Twitter Handle _____ Followers _____

FaceBook _____ Likes _____

Instagram _____ Followers _____

Coverage Planned (show preview, live review, artist interviews, etc.?)

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(C) (310) 569-3399

MSPCA:

Noble Family Animal Care & Adoption Center
(O) (978) 687-7453
methuen@mspca.org

Equine & Farm Animal Care & Adoption Center
(O) (978) 687-7454
barnstaff@mspca.org

Emily Waters
Executive Director
ewaters@mspca.org
(O) (978) 456-8852
(C) (978) 366-0023

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FINAL ESSAY:

For our final project, we decided to do a music festival, as we all have a deep interest and passion for music. Although we all have slightly varying music tastes, we felt that this factor would actually be quite helpful for this event, so that we would collectively have a broader understanding of music and, in the end, be able to reach a wider demographic.

Through Ben's experience as a concert photographer, and Jenna and Victoria's experience attending concerts and festivals, we had a good idea going on as to what a benefit concert festival might actually look like. Ben's real world photography & music industry experience allowed for him to use his own work in this project, and apply his knowledge working with other firms in creating a contact sheet, photo gallery, photo op announcement, and social media strategy. This past summer, Jenna attended a festival called Afropunk in Brooklyn, New York. The atmosphere there gave her a jumping off point as to how a festival like the FFAC could be set up, and how the events will take place. With this understanding and experience as a communications major, Jenna felt confident in developing the feature story, backgrounder, and fact sheet. Throughout her years as an avid concert goer, Victoria also had a broader idea of how festivals run, which allowed her to take on the role of writing the press releases and event schedule, even though she has never done so before. Having taken graphic design classes, Victoria was also able to apply that knowledge to creating the flyer.

We also combined this with our love of animals, to make it a charity concert, with a portion of the proceeds benefitting the MSPCA, an organization dedicated to the

prevention of cruelty to animals. We came up with the idea of the MSPCA as our charity when Jenna shared her story of adopting her bunny, Houdini. She had an extremely positive experience with the animal shelter she adopted from, and wishes that there were more events designated to helping organizations like the MSPCA with their fundraising, volunteering, etc. It is often difficult for shelters to continuously raise money, and especially hard for single events to raise a lot of money, so something like a concert, we decided, would be a perfect way to allow a shelter to receive a lot of money at once.

The first thing we did for the project was to meet and decide on a lineup, which is something we easily agreed on. We told each other some of our favorite artists, and genres, and made sure that everyone had their own choices included. At the same time, we didn't want our lineup to be too varied, so were steered away from certain genres like country and electronic. It was also important to make sure that we did have a bit of variety, however. We wanted to have a selection of artists that music fans could come to see, and not only enjoy one or two performances. We want the attendees to come, want to stay the whole day, and, most importantly, come back the next year. The lineup we chose was a mainstream pop/rap/rock lineup, one that would attract the most amount of people, specifically a young, 15-29 demographic audience, the exact audience we would want to attend. We thought that this would be a good demographic to aim towards because of the importance millennials place on the health and safety of both themselves and all living things, especially animals. From there, we started to organize a mock-press team who would be onsite the day of the festival for the attending press. There would also be a red carpet, giving the press plenty of unique opportunities to take photos of the artists performing. By allowing press this kind of access, it will give them better photos to share

with their expanding audiences, furthering the reach of our event. Ben has had experience with credentialing press and red carpets, so he took aim on this part.

Outlets we aim to submit this finalized press kit to include local media such as WCVB, Fox25 Boston, and the Boston Herald. We also aim to get this kit out to major music news organizations like Billboard, Fuse, HotNewHipHop, and more. The reason we want to reach both local news organizations and wider range music organizations is that local news will draw attention to both the MSPCA in Methuen, Massachusetts specifically and to the festival itself. Larger music media will allow for FFAC to spread the word about a great music festival that will attract people from the greater Northeast, but also raise some awareness for the MSPCA as a whole.

Credentialing for the festival would be coordinated by Rogers and Cowan, one of the biggest entertainment public relations firms, with other clients including the GRAMMYs, Katy Perry, Elton John, and more. In addition to this press kit being sent out to targeted publications, the press release would also be syndicated on services like PRNewsWire, where other less known blogs and outlets can pick up the story. As for social media, giving press “cheat tweets” is a great way to get them to share news of the festival on their own social media accounts, as they don’t even have to think of what to say themselves.