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THE AMERISERV JOHNSTOWN FOLKFEST— A BRIEF OVERVIEW

(JOHNSTOWN, Pa.) – Produced by the Johnstown Area Heritage Association (JAHA), the AmeriServ Financial Johnstown FolkFest brings nationally-known performers of traditional music to Johnstown, a western Pennsylvania city with a rich history of steelmaking and coal mining. The annual free festival is scheduled for Labor Day weekend, Aug. 31-Sept. 2, 2007.

The FolkFest, which has developed a national reputation for its quality, includes more than 20 musical acts, most of which perform more than one show, from a broad variety of genres. There are four main stages continually programmed over the course of the three-day event, and more than 60 food vendors offer a wide array of food.

The FolkFest takes place in Johnstown's festival park. This park is being developed by JAHA as a permanent home for the FolkFest and other festivals, and will hopefully inspire more such events throughout the warm-weather months. The park will also serve as a trailhead for the Johnstown urban greenway, which will connect with a regional trail network.

The park is located across the street from Point Stadium, beside the Cambria Iron National Historic Landmark. As such, it provides a beautiful view of downtown Johnstown, including the Inclined Plane and the Johnstown Flood Museum. The permanent festival park is bordered by the stone bridge made famous by the 1889 Johnstown flood, and stretches to the Johns Street bridge. The FolkFest will also encompass the area stretching up past the train station, all the way to the Walnut Street bridge. Directional signs will help festivalgoers find the site.

Headliners for this year's festival include A.J. Croce, Scott Miller & the Commonwealth, The Tossers and Slavic Soul Party.

Free shuttles will provide rides to festivalgoers who park in one of the city-owned garages downtown. In addition, the Inclined Plane will be free during the festival.

The festival came to Johnstown in 1990 as the National Folk Festival, staying for two additional years before moving on to another American city. At that point, JAHA began to produce the event as the Johnstown FolkFest. This year AmeriServ Financial is celebrating its 11th anniversary as title sponsor for the years JAHA has produced the festival.

Major sponsors for the FolkFest include Toyota and Laurel Auto Group, Highmark Blue Cross Blue Shield, and Conemaugh Health System. Additional sponsors include Johnstown Magazine; the Community Foundation for the Alleghenies; P.J. Stevens & Milan Gjurich; Bill Harris; CBIZ Insurance Services; Concurrent Technologies Corporation; First Commonwealth; First Summit; Laurel Management; Met Life; Northwest Savings; RE/MAX Team Realtors; Somerset Trust; Waste Management; Atlantic Broadband; Spence, Custer, Saylor, Wolfe & Rose; Cool 101.7; Forever Broadcasting; The Tribune-Democrat; and WJAC Channel 6.

JAHA is a non-profit organization that exists to preserve and showcase Johnstown's nationally significant stories to the nation. In addition to the FolkFest, it operates two museums, the Johnstown Flood Museum and the Heritage Discovery Center, as well as a variety of other cultural programs held throughout the year. In June 2006 JAHA opened a third museum, the Wagner-Ritter House and Garden, and the Johnstown Children's Discovery Museum will open in 2008.

For complete descriptions of all FolkFest performers, as well as stage schedules, parking information and more, visit the Johnstown Area Heritage Association Web site at www.jaha.org, or www.johnstownfolkfest.org.

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The AmeriServ Johnstown FolkFest is a 3-day music festival held annually over Labor Day weekend in Johnstown, Pennsylvania. Four mainstages are continually programmed over the course of the festival, and admission is free. The FolkFest is produced by the Johnstown Area Heritage Association. In 2007, the festival will be held on August 31, September 1 and September 2. Major sponsors include AmeriServ, Toyota and Laurel Auto Group, Highmark Blue Cross Blue Shield, and Conemaugh Health System. For more information, visit www.jaha.org.



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AMERISERV JOHNSTOWN FOLKFEST 2007 PERFORMER LINEUP

(JOHNSTOWN, Pa.) – Johnstown is getting ready to kick up its heels this Labor Day weekend at the AmeriServ Johnstown FolkFest! The festival runs from September 1-3 this year, and as always the lineup showcases Americana music – from blues to zydeco, and everything in-between. The complete 2007 lineup is as follows:

A.J. Croce -- Son of the late, great 1970s star Jim Croce, A.J. Croce has been called "one of our greatest young singer-songwriters" by *Rolling Stone*. His music is so eclectic that his first five CDs debuted on five different charts -- Americana, blues, AAA (adult alternative album), jazz, and college radio. What's more, his single "Don't Let Me Down" was the only song released on an independent label to crack the U.S. Top 40 in 2006. He has performed and/or recorded with Lyle Lovett, Ray Charles, Bruce Hornsby, Ben Harper, Santana, Willie Nelson and Aretha Franklin, and has numerous TV appearances to his credit - Letterman, Leno and Conan among them. Sponsor: 1st Summit Bank

The Tossers-- The Tossers emerged in the early 90s with their own brew of Celtic music fueled by a love of traditional folk songs and punk rock fury. Using traditional instrumentation comprised of mandolin, fiddle, tin whistle and banjo beefed up with guitar and drums, the seven-piece band plays with a furious edge that teeters between rage and raucousness. Wrote one critic, "The Tossers are 100 percent true to their working-class roots by offering songs of passion combined with a well-rehearsed -- but always fresh -- instrumental assault." Sponsor: First Energy

Dwayne Dopsie and the Zydeco Hellraisers -- Dwayne (Dopsie) Rubin has been described as a "zydeco powerhouse who plays high-energy zydeco at something approaching the speed of light." Dwayne is the son of the late, great "King of Zydeco," Rockin' Dopsie, and traveled the zydeco circuit with his family for years - in fact, they played FolkFest 1993. At age 19, Dwayne started his own band, and since has performed on *CBS This Morning*, The Travel Channel, Discovery, *20/20*, *Good Morning America* and

The Fox Television Network. Grounded in Dwayne's virtuoso accordion playing, "the band's sound is rounded out by a rub board, sax, drums and guitars, and they heat up Bourbon Street even on the chilliest of New Orleans nights. Sponsor: Laurel Management

Slavic Soul Party -- The nastiest, nimblest, brashest brass band in New York City! Slavic Soul Party's nine members combine the musical traditions of their Gypsy, East European, Asian and Mexican immigrant backgrounds with American jazz and soul. *The New York Times* says they've "developed a reputation for delivering a great time." *Raves Time Out*, "The players have the muscle and know-how to make Balkan sounds crackle with NYC energy. . .we strongly recommend you witness it live and direct." Sponsor: MetLife

Eric Lindell Band -- "Stellar, sublime blue-eyed soul and romping New Orleans R&B, played at the same intersection of soul, blues and roots rock as Van Morrison," raves one critic about Eric Lindell. His live shows draw as much attention as his material - as one critic puts it, "Eric Lindell is poised for a breakout. He has turned heads everywhere he's gone, almost instantly becoming the talk of the town wherever his musical journey has taken him." Sponsor: Spence, Custer, Saylor, Wolfe & Rose.

Bill Kirchen -- Raves one critic, "Bill Kirchen rules. It's just that simple. [His] no-nonsense diesel guitar attack, powered by great booming, bottom-heavy licks still covered with axle grease, is undoubtedly the real thing, scattering scorching guitar runs in all directions, it's all immediate, in your face and more than a little dangerous." The former guitarist for Commander Cody & His Lost Planet Airmen, Kirchen has earned the title "Titan of the Telecaster." His 30-year career celebrates an American musical tradition where country music draws upon its origins in blues and bluegrass, rollicking rockabilly and the Western swing of Texas and California honky-tonks. A favorite at FolkFest 2004.. 96 Key, Froggy 95, Hot 92, Rocky 99, and News-Talk 990

Tres Chicas -- Intricate harmonies with folk, country, soul, gospel and Celtic influences mark Tres Chicas, a supergroup fronted by three veterans of the alternative country scene. Raves *Rolling Stone*, "Tres Chicas are more than just friends - they're a sisterhood of song. When Caitlin Cary (ex-Whiskeytown), Tonya Lamm (ex-Hazeldine) and Lynn Blakey (Glory Fountain) bring their voices together, they convey sweet heartache and the world-weary acceptance that comes to insightful gals on the tall side of 30." Sponsor: Northwest Savings Bank

Scott Miller & the Commonwealth -- Combining the emotional honesty and intelligence of a singer/songwriter with the swagger and enthusiasm of a rock-and-roller, Scott Miller first made a name for himself as guitarist, vocalist, and songwriter with the superb pop/rock band the V-Roys. Scott Miller & the Commonwealth's 2001 debut was named the "best roots-rock album of the year" by *Billboard Magazine*, and the band's only gotten better since. Writes one critic, "His songwriting drives like a Cadillac, equally adept at navigating blue highways and Civil War battlefields, with a knack for winding up in the parking lot of the nearest saloon." Sponsor: First Commonwealth

James Talley -- Legendary music producer Jerry Wexler has told James Talley, "You remain for me one of America's greatest songwriters." Talley's 1975 debut album was Americana before the term was coined - in fact, Chet Flippo calls Talley "the modern-day godfather of Americana music." Born in Oklahoma, Talley first began writing after encouragement from Pete Seeger, and has since been compared to Woody Guthrie, Merle Haggard and Bob Dylan. His songs, full of "Saturday nights, Sunday suits, honky-tonks and sweethearts," reflect a blue-collar, working man's ethic, and have been covered by artists as diverse as Johnny Cash and Moby. Sponsor: The Sargent's Group

Druha Trava -- "Druha Trava" means "second grass" in the band's native Czech language -- and they've been attracting fans all over the world with their unique take on bluegrass, a quintessentially American musical form. They have performed and/or recorded with such artists as Bela Fleck, Laurie Lewis, Ricky Skaggs and Peter Rowan, and have been featured on National Public Radio, *A Prairie Home Companion* and at major bluegrass festivals all over the United States. Sponsor: Bill Harris

Too Slim & the Taildragers -- Straight whiskey blues with a Southern rock beer chaser! Based in Washington State, the band tours relentlessly - upwards of 250 gigs per year - and their live sets are marked by blazing guitar solos and high-octane slide guitar. Notes one critic, "Too Slim & the Taildragers are most certainly a blues band legend in the making -- once you catch their high-speed twangin' performance, you'll be convinced and converted! These boys are guaranteed to raise the roof." Sponsor: Waste Management

Last Train Home -- Last Train Home has been called "one of the country's most formidable roots rock bands." Named Washington DC's "Artist of the Year" in 2003, Last Train Home has since relocated to Nashville and is making big waves in Music City with its powerfully evocative roots-rock music. Part country, part rock, part blues, bluegrass and even a little Tin Pan Alley, the prolific band has released six CDs, played more than 1,000 shows and shows no sign of slowing down. Sponsor: JWF Industries

Gigi Dover & Big Love -- Gigi Dover is a real breath of fresh air when she takes the stage to deliver the goods. Based in North Carolina, Gigi Dover & The Big Love blurs the lines of rock, rhythm & blues, country and jazz - with a Southern, soulful vein consistently running through the middle. Dover played FolkFests 1999 and 1997 with her former band, Rank Outsiders. Sponsor: CBIZ Insurance Services

Bill Deasy -- According to *All Music Guide*, "Sensitive singer/songwriters are a dime a dozen, but really good ones are a rarity. Bill Deasy is the real deal. In a perfect world, you'd already know this." Deasy was the lead singer for the now-defunct Pittsburgh alternative rock band Gathering Field, which appeared at FolkFest 1997. Sponsor: The Tribune-Democrat

The Marauders -- Based in Altoona, the Marauders are known for their punk-influenced rockabilly with a modern flavor - with plenty of nods to rockabilly's 1950s roots. The three-piece band brings a hard-driving, blue-collar sensibility to their lyrics and live

performances. A recent tour opening for the Brian Setzer Orchestra has earned the band many national fans as well. Sponsor: Tribune-Democrat

McKay Brothers -- Fronted by fifth-generation Texans Noel and Hollin McKay, this band captures the elusive essence of Texas. With an intriguing mixture of lyrics in English and Spanish, their songs move from tender to humorous to satirical. *The New York Times* says, "Their authenticity is as welcome as a drive down a lonely road in a dusty pickup." Sponsor: Concurrent Technologies Corp.

Jimmy Sapienza & Five Guys Named Moe -- Since its inception, Jimmy Sapienza's Five Guys Named Moe have consistently delivered crowd-pleasing performances to a multitude of appreciative fans. Three of the five musicians are graduates of the Western Pennsylvania School for Blind Children, and all are expert musicians who deliver jazz standards with consummate showmanship. Based in Pittsburgh, Jimmy Sapienza's Five Guys Named Moe were favorites at FolkFest 1994, 1998, and 1999. Sponsors: P.J Stevens & Milan Gjurich

Grinning Mob -- Based in Western Pennsylvania, Grinning Mob has been relentlessly gigging for 10 years and last appeared at FolkFest 2005. They draw their sound from the foundations of rock -- from psychedelia, to alt-country twang to soul to progressive. With a fresh line-up and new instrumentation, they are rejuvenated and working on a third release with a newfound focus on songwriting. Sponsor: Cambria Hardware & Equipment Co.

Jimmy Adler -- Pittsburgh's own blues veteran, Jimmy Adler is noted for his special blend of Chicago blues and West coast jazzy jump. One critic wrote, "Jimmy Adler has a sympathetic band and a tight set, incorporating T-Bone swing, swampy grooves, stinging slide, breakneck jump, hard Chicago shuffles, and four-to-the-bar jazz comping. . . guaranteed excitement for fans of straight-ahead blues guitar." Sponsor: Cool 101.7

Jazz In Your Face -- A FolkFest perennial, Jazz In Your Face is a Johnstown-based group specializing in big-band music. This 17-member band has been entertaining audiences since 1988. Sponsors: P.J Stevens & Milan Gjurich.

Jennifer Drummey & The Small Band -- Singer/songwriter and Johnstown native Jennifer Drummey, backed by drummer Chris Klym and dobro/mandolin/guitarist Dean Shumaker, create an original blend of progressive, vocally-driven music influenced by jazz and folk. Writes one critic, "Jennifer's sweet singing and breathy, open chording colors the band's originals and covers in the most gorgeous tones." Jennifer previously appeared at FolkFest 2000. Sponsor: Flower Barn

Jackson Monsour -- Jackson Monsour blends a unique rock sound with reggae and folk sidecars with the emphasis on melody and message. Born and raised on his family's farm in Bedford, Pennsylvania, Jackson performed his first gig at the age of six and hasn't stopped since. His musical journey has included hip-hop and punk, but currently Jackson is focusing on his acoustic sound. Sponsor: CamTran



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AMERISERV JOHNSTOWN FOLKFEST FESTIVAL PARKING AND SHUTTLE INFORMATION

Parking

Ample parking is available downtown in city-owned garages. To locate these garages from the downtown area, look for special FolkFest signage or the permanent blue wayfinding signs posted throughout downtown.

The open city-owned garages are as follows:

Lincoln Street garage

Transit Center garage, also called the "Main Street garage"

Intermodal Transportation Center on Vine & Walnut

Free shuttles will provide a free ride to anyone who parks downtown and prefers not to walk the few blocks to the park. Well-marked shuttle stops will be conveniently located near downtown garages and downtown intersections.

Handicap parking

A dedicated handicapped parking lot will be available at the corner of Washington and Johns Streets, through the courtesy of Suppes Ford. Users of this lot must have a handicapped placard and/or license plate; violators will be ticketed or towed. In addition, handicap parking spaces are available in city-owned garages downtown, and all shuttles are wheelchair-accessible.

Shuttles

Downtown loop: CamTran buses will circle downtown Johnstown, picking up riders at conveniently located shuttle stops near the parking garages and the Inclined Plane. Signage will direct riders to the nearest stop. The shuttle drop-off/pick-up point will be located at the Johns Street Bridge entrance to the festival, across from Point Stadium.

Inclined Plane: In addition to the shuttlebuses, the Inclined Plane will be free during the entire festival. The free Inclined Plane rides are sponsored by Somerset Trust and the Community Foundation for the Alleghenies.

Cambria City Ethnic Festival: A trolley will run between the FolkFest and Cambria City Ethnic Festival, thanks to the generosity of sponsor AmeriServ Financial. The trolley will stop at FolkFest outside Point Stadium, near the Johns Street Bridge entrance to the festival, and in Cambria City at 4th and Chestnut Streets.

Please note that due to rising gas costs and decreased usage, the FolkFest is no longer running a shuttle from the Hiram G. Andrews Center in Upper Yoder. The Log House Arts Festival is running its own “yellow school bus” shuttle from the Hiram G. Andrews Center, but only during that festival’s hours of 10:00 am to 5:00 pm on Saturday, Sept. 1 and Sunday, Sept. 2. The “yellow school bus” shuttle will stop at the Hiram G. Andrews Center, the Log House Arts Center, and the Johns Street Bridge entrance to FolkFest.

Shuttle schedule

Shuttles will begin running one hour before the scheduled opening of the festival, and stop one hour after the festival concludes each day. In 2007, the festival’s hours are as follows:

- Friday, August 31: 5:30 pm-11:30 pm
- Saturday, September 1: noon-midnight
- Sunday, September 2: noon-11:30 pm

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FOOD AT FOLKFEST 2007

As always, the AmeriServ Johnstown FolkFest features great food from a variety of vendors serving everything from festival favorites like funnel cakes to ethnic treats like pierogies and halushki. Asian food, Mexican food, Italian food, crabcakes, gyros, roasted almonds, kettle corn, and chocolate-covered strawberries are just a few of the choices! At the FolkFest information booths festivalgoers can pick up a sheet detailing each vendor's menu and location. All food and beverages must be paid for using festival scrip, which can be purchased at a variety of locations throughout the festival grounds.

Community Kitchen

As in the past three years, the festival has made free booth space available to any area church or non-profit to come and vend food and drinks during the festival. JAHA encourages festivalgoers to support these fine organizations. The list of Community Kitchen participants is still being finalized, but as of early August included:

- **Beulah United Methodist Church** – pigs in a blanket, halushki, pierogies, chili
- **Ferndale Hockey Club** – hot dogs with kraut or chili cheese, hamburgers, nachos & cheese
- **The Learning Lamp** – ice cream
- **Moxham United Methodist Ministries** -- apple dumplings, ice cream
- **St. John Gualbert Cathedral** – pulled pork sandwiches

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DIRECTIONS TO FOLKFEST

The FolkFest will be held at Johnstown's festival park adjacent to downtown Johnstown. Directional signs will help festivalgoers find the FolkFest—but if you can find Johnstown, you can find the new park. The highly visible site is located across the street from Point Stadium and adjacent to the Cambria Iron Works National Historic Landmark. Ample parking is available in downtown parking garages. Signage will direct you to the parking garages, and free shuttles will take you the few blocks to the festival grounds.

From the East:

Take the Pennsylvania Turnpike west to the Bedford Exit (#11). Take 220/99 North and take the first exit (Fishertown/Cessna). Take 56 West (approximately 30 miles) to 219 North. Take the 56 West Exit (The Johnstown Expressway) and follow it through until you reach the city.

From Pittsburgh:

Take Route 22 East. Exit at Route 403 South and follow this approximately 8 miles into the City of Johnstown. Watch for signage directing you to the Johnstown FolkFest.

From Washington, D.C./ Baltimore MD:

Take Interstate 70 West to Breezewood, PA. Enter the Pennsylvania Turnpike West and take to Bedford Exit (#11). Take 220/99 North to the first exit (Fishertown/Cessna). Take 56 West (approximately 30 miles) to 219 North. Take the 56 West Exit (The Johnstown Expressway) and follow it into the city.

From Route 80 and Points North:

Take Route 80 West to Route 220 South. Exit 220 South to Route 22 West outside of Altoona. At Ebensburg, take 219 South to Route 56 West (Johnstown Expressway). Take the 56 West Exit (The Johnstown Expressway) and follow it into the city.

From Ohio and Points West:

Take the Pennsylvania Turnpike East to Somerset Exit (#10). Travel to Route 219 North. Exit 219 North at Route 56 West, the Johnstown Expressway. Take the 56 West Exit (The Johnstown Expressway) and follow it into the city.



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ABOUT JAHA— PRODUCERS OF THE FOLKFEST

Who is JAHA?

The Johnstown Area Heritage Association (JAHA) has produced the FolkFest for 17 or 14 years—depending on how you count it. JAHA was involved in the production of the festival in 1990, when it came to Johnstown as the National Folk Festival, staying for two additional years before moving on to another American city. At that point, JAHA picked up the reigns and renamed the event, and the Johnstown FolkFest came into being.

Continuing to produce the Johnstown FolkFest makes sense for JAHA, a non-profit that exists to preserve and showcase Johnstown's nationally significant stories to the nation. To do that, JAHA provides high-quality educational, cultural and recreational experiences in the area's unique historic settings. We operate three museums, the Johnstown Flood Museum, Heritage Discovery Center, and Wagner-Ritter House & Garden (which opened in May 2006). Construction on the Johnstown Children's Museum is currently underway, and the facility will open in 2008. We also offer a broad variety of other programs, including 1889 flood commemoration activities, the Johnstown Film & Wine Festival and more, held throughout the year. In this way, we support the local economy by bringing positive national attention and visitors to our area. The FolkFest is a wonderful program that helps JAHA provide a great experience for local residents, focus national attention here and bring people to visit. Along the way, everyone has a terrific time.

Past performers

Past performers at the Johnstown FolkFest read like a "who's who" in traditional music. The festival brings a broad variety of musical genres to the area, allowing festivalgoers to see artists who might never play here otherwise. The festival has developed a national reputation for its high-quality programming, and best of all, it's still free.

Support the FolkFest

Producing the FolkFest costs about \$300,000 – but through the support of our sponsors and commission from festival scrip, JAHA is able to keep the festival free. However, there are a number of ways festivalgoers can support the FolkFest:

- **Become a FolkFest sponsor.** Businesses or individuals can sponsor performers, stages or areas of the FolkFest site -- a number of sponsorship opportunities are available. For more information, contact Patti Genovese, development director for JAHA, at 814-539-1889 ext. 309. Planning will begin for FolkFest 2007 immediately!
- **Become an individual sponsor.** Individuals who want to help support the FolkFest can do so for just \$75, and receive some great benefits as well! For a \$75 contribution, individual sponsors receive: a parking pass to a special lot (located along Washington Street, between Johns and Walnut Streets); and two laminated passes to the sponsor lounge, located in the train station. This lounge will feature comfortable seating, a cash bar, and flush toilets. Additional passes to the lounge may be purchased for \$20.
- **Become a member of JAHA.** Depending on the level of membership you choose, you'll get a wide range of membership benefits -- including FREE admission to all our museums year-round. Information on JAHA membership and benefits, including a downloadable membership form, is available on JAHA's Web site at www.jaha.org.
- **Make a donation to the FolkFest Endowment Fund.** JAHA is currently undertaking a \$9 million capital campaign to support the development and construction of the Johnstown Children's Museum, Festival Park (where FolkFest is held), and the "Mystery of Steel" theater and exhibit. The campaign also includes endowments for the Johnstown Children's Museum and for the FolkFest. To donate, call 814-539-1889 or visit www.jaha.org and click on "capital campaign."
- **Become a FolkFest volunteer.** Hundreds of volunteers are needed before, during and after the festival -- it simply couldn't happen without them. More information on volunteering is available on the FolkFest Web site at www.johnstownfolkfest.org, or call us at 888-222-1889 to sign up.

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