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THE AMERISERV JOHNSTOWN FOLKFEST— A BRIEF OVERVIEW

(JOHNSTOWN, Pa.) – The AmeriServ Johnstown FolkFest brings nationally-known performers of roots 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.29-31, 2008. Produced by the Johnstown Area Heritage Association, the festival celebrates its 15th anniversary this year.

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 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.

Highlights of this year's festival include Jason & the Scorchers, Tom Russell, Del Castillo, and Webb Wilder & the Beatnecks.

Ample parking is available in the many 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 12th anniversary as title sponsor for the years JAHA has produced the festival.

Major sponsors for the FolkFest include Dodge, Highmark Blue Cross Blue Shield, and Conemaugh Health System. Additional sponsors include Johnstown Magazine; the Community Foundation for the Alleghenies; Jerry's Records; CBIZ Insurance Services; Concurrent Technologies Corporation; First Commonwealth; 1st Summit; Laurel Management; MetLife; 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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AMERISERV JOHNSTOWN FOLKFEST 2008 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 August 29-31 this year, and as always the lineup showcases Americana music – from blues to zydeco, and everything in-between. The complete 2008 lineup is as follows:

Jason & the Scorchers -- A special event for the FolkFest's 15th anniversary! The legendary Jason & the Scorchers will reunite for two special shows at the FolkFest, which will mark their first dates in North America outside of Nashville in five years. Hot out of Nashville, the Scorchers essentially invented alternative country in the early 1980s with a sound that fused country with punk. Wrote Tommy Womack, "Jason and the Scorchers are the finest rock and roll live act in the history of the modern American South." They will be awarded the Americana Music Association's Lifetime Achievement award this September. Sponsor: 1st Summit Bank.

Del Castillo -- Latin music returns to the FolkFest with Del Castillo, a sizzling act from Austin known for its incredible live performances! Wrote *Rolling Stone*, "Their secret weapons are brothers Rick and Mark Del Castillo, whose tumbling brilliance on nylon-string classical guitars features jaw-dropping dual leads. These eruptions of technique and taste conjure images of Eddie Van Halen fronting early Santana (with an assist from the Gipsy Kings)." Sponsor: Mark Pasquerilla.

Tom Russell - Johnny Cash, Doug Sahm, Joe Ely, Jerry Jeff Walker, Nanci Griffith, Iris Dement, and KD Lang are among the hundreds who have recorded Tom Russell's songs. This prolific, Texas-based singer-songwriter has 21 albums of original material, and is credited, along with Dave Alvin, with establishing the Americana radio format with their co-produced 1994 tribute to Merle Haggard. Sponsor: Jerry's Records.

Webb Wilder & the Beatnecks - Webb Wilder, "The Last Of The Full Grown Men," is large enough for the big screen, hip enough to star in cult classic B movies, and tough enough to maintain a devoted worldwide fan base through relentless touring. The band is "part Georgia Satellites, part Dave Edmonds, part Elvis Costello and altogether wonderful," raved *Billboard*. Sponsor: *Tribune-Democrat* and *Johnstown Magazine*.

Dwayne Dopsie & the Zydeco Hellraisers- A favorite at FolkFest 2007! FolkFest virtually never books national performers in back-to-back years, but Dwayne Dopsie & the Zydeco Hellraisers are that good. 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. Sponsor: Laurel Management.

Shannon Whitworth - Formerly of the Biscuit Burners, this North Carolina-based performer's original music is part folk, part bluegrass with hauntingly beautiful vocals. Whitworth plays guitar, ukulele and most notably, claw-hammer banjo, bringing a bluesy approach to her music. Sponsor: Northwest Savings Bank.

Jason Ricci & New Blood -- In just a few short years, Jason Ricci has compiled a musical resume and blues credibility that most musicians don't achieve in a lifetime. A virtuoso harmonica player, Jason and his band, New Blood, mix blues, rock, funk, eastern, and jazz into a seamless cohesion. Sponsor: MetLife.

Big Sam's Funky Nation - Continuing the FolkFest tradition of bringing great New Orleans music to Johnstown! Presiding over his Funky Nation is Big Sam, formerly the trombonist for the Dirty Dozen Brass Band, who blows the funk out of his trombone and refuses to let the audience sit still. Sponsor: First Commonwealth.

Deke Dickerson & the Ecco-Fonics - Rollicking rockabilly with a West Coast style and sensibility! According to the Reverend Horton Heat, Dickerson is "the best rockabilly guitar player in the whole world!" The group, who last played FolkFest 2003, will play one 75-minute set on their own, and one 75-minute set backing R&B legend Barrence Whitfield. Sponsor: Forever Broadcasting.

Barrence Whitfield - According to one critic, "Barrence Whitfield is still the premier rock/R&B screamer this side of Little Richard." A veteran of FolkFests 2004 and 2001. Sponsor: Forever Broadcasting.

Jordan Valentine & the Sunday Saints – This Boston group resurrects the raw rhythms of 60s R&B and southern soul, recalling a time when songs were alive, beats blew your mind and a horn line could bring the house down. The blazing Sunday Saints are headed up by Jordan Valentine, a former Pittsburgh native. Sponsor: Cool 101.7

Stacie Collins -- Exuding confidence and contagious enthusiasm, Stacie Collins makes beer-and-whiskey music that blends sassy hillbilly vocals, gut-bucket blues and Southern

rock style, while singing and wailing away on the blues harmonica. Sponsor: Waste Management.

The Born Again Floozies -- A voluptuously surreal performance: the rhythm section is two tap dancers and a tuba, and the singer plays guitar the way most people play the piano. Sponsor: The Sargent's Group.

Amy LaVere - One critic describes Amy LaVere as "a sweet-voiced gal with a slightly twisted world view, playing music rooted in old-school honky-tonk. . .There's a bit of gypsy tango, some funky-tonk and breezy-jazz inflections, but mostly this is barroom country played with heart and soul." Sponsor: Spence, Custer, Saylor, Wolfe & Rose.

Dallas Wayne - According to country star Radney Foster, "Wayne has one of the best honky-tonk voices in America today... If Nashville still valued grit and twang this guy would be a major star." Sponsor: CBIZ Insurance Services.

Farmer Jason - The "twin brother" of Jason & the Scorchers frontman Jason Ringenberg (wink-wink), Farmer Jason last appeared at FolkFest in 2005, wowing the younger set with his entertaining, witty songs written in genres ranging from folk to zydeco. Sponsor: 1st Summit.

Red Collar - This Durham, N.C.-based punk band is fronted by the husband-wife team of Jason and Beth Kutchma, both graduates of the University of Pittsburgh at Johnstown. Sponsor: Sponsor: Spence, Custer, Saylor, Wolfe & Rose.

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. Sponsor: Von's United Beverage.

Arty Hill & the Long Gone Daddys -- Wrote one critic, "Arty Hill's songs are salted with tears and steeped in the rich brew of classic country and western that, in the right hands, never loses its power. Shaded from the glare of Nashville's bright lights, Hill draws inspiration from the streets of Baltimore, and his tunes should be in heavy rotation on every jukebox in every corner tavern in town." Sponsor: First Energy.

Tim Dabbs -- Born in Johnstown, Tim Dabbs moved back to the city after first playing the Johnstown FolkFest in 2000. His music is in the storytelling tradition of folk, and includes many songs about this region. Sponsor: Von's United Beverage.

Rusty Gun Revival -Go back to the time of honky tonk and juke joint music with Rusty Gun Revival! Based in Clearfield, Pennsylvania, they've been delighting multigenerational audiences with energetic, lively shows across the state and beyond since June 2004, and last played FolkFest in 2006. Sponsor: First Commonwealth.

Beagle Brothers - This Pittsburgh-based band has opened for a broad variety of acts, including former FolkFest performers Southern Culture on the Skids, Robbie Fulks, and Wayne Hancock. Their two-steppin', country-Eastern sound appeals to a wide range of audiences. Sponsor: Concurrent Technologies Corp.

Dubmissive -- Seamlessly forging reggae, punk, hip-hop, and all other good music around, the Johnstown-based band Dubmissive has been winning over the hearts of its audience for the last seven years. Sponsor: JWF Industries.

Aran – This Johnstown group has been playing traditional Irish music for some 25 years. Sponsor: Von's United Beverage.

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, and is a favorite part of Sunday afternoons at the FolkFest. Sponsor: Flower Barn.



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FOOD AT FOLKFEST 2008

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, paguch and halushki. Asian food, crabcakes, gyros, roasted almonds, kettle korn, and chocolate-covered strawberries are just a few of the choices! 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
- **Ferndale Hockey Club** – hot dogs, hamburgers, stromboli, nachos & cheese
- **Fountain of Life Church** – 22 flavors of fudge
- **Memorial Baptist Church** – gob cake
- **St. John Gualbert Cathedral** – pulled pork sandwiches
- **St. John's Orthodox Church & St. Sophia's Orthodox School** - pagach

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AMERISERV JOHNSTOWN FOLKFEST FESTIVAL PARKING AND TRANSPORTATION 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

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 buses are wheelchair-accessible.

FolkFest transportation system

New federal laws that regulate the chartering of public bus systems have caused some changes in the FolkFest transportation system this year.

CamTran will provide limited free public transit service between the FolkFest and the Cambria City Ethnic Festival along existing bus routes: Coopersdale #7, Oakhurst #15,

and Westmont-Brownstown #20. This free public transit service will start Friday from 5 p.m. until 11 p.m., Saturday from noon until midnight, and Sunday from noon until 11 p.m.

Riders can expect a bus every 30 minutes on Saturday and every hour on Friday and Sunday.

Buses will make stops at CamTran's downtown Transit Center, FolkFest, and the Cambria City Ethnic Festival (Broad and 4th Street,) to transport them to any one of those three locations.

Inclined Plane

The Inclined Plane (which is not affected by the new federal regulations) will be free during FolkFest, thanks to the generosity of sponsor Somerset Trust. It will run on an as-needed basis.

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ABOUT JAHA— PRODUCERS OF THE FOLKFEST

Who is JAHA?

The Johnstown Area Heritage Association (JAHA) has produced the FolkFest for 18 or 15 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 fall 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.
- **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. Visit www.johnstownfolkfest.org and click on “FolkFest News” to purchase an individual sponsorship online.
- **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 \$8.05 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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