

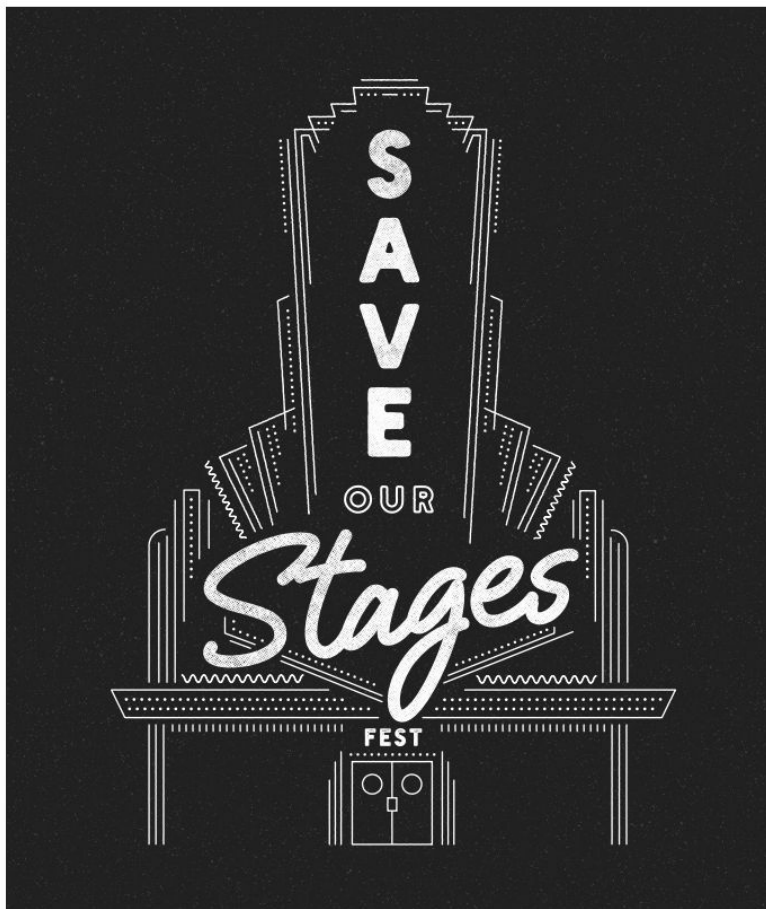
OCTOBER 22, 2020

## YOUTUBE MUSIC AND NIVA'S #SOSFEST RAISES MORE THAN \$1.8 MILLION SO FAR IN ONGOING EFFORT TO HELP SAVE INDEPENDENT VENUES

WATCH ORIGINAL #SOSFEST CONCERT SETS ON DEMAND NOW FROM [BRITTANY HOWARD](#), [DAVE MATTHEWS](#), [FOO FIGHTERS](#), [LITTLE BIG TOWN](#), [MILEY CYRUS](#), [REBA MCENTIRE](#), [SEBASTIAN YATRA](#), [THE ROOTS](#) AND MORE [HERE](#)

#SOSFEST MERCHANDISE AND LOCALLY PRODUCED CONCERT POSTERS BENEFITTING NIVA'S [EMERGENCY RELIEF FUND](#) AVAILABLE [HERE](#)

DONATE TO NIVA'S EMERGENCY RELIEF FUND ON YOUTUBE [HERE](#)



SAVE OUR STAGES FEST | OCT. 16-18 2020

NIVA  YouTube Music  BUD LIGHT SELTZER

(October 22, 2020 - New York, NY) YouTube Music and the National Independent Venue Association (NIVA) raise more than \$1.8 million so far in efforts to help save independent venues across the country. The #SOSFEST funds raised to date are inclusive of donations made via YouTube Giving's Donate button, the Save Our Stages website, text to donate and #SOSFEST merch. Together with world renowned artists, venues and music fans, #SOSFEST is sounding the alarm to help amplify NIVA's [Save Our Stages](#) advocacy efforts and raise funds for its nationwide, need-based grant program to provide relief for independent venues as they fight to hold on until the SOS Act is passed in Congress. With views already in the millions, fans can continue to donate and support these venues by revisiting the #SOSFEST performances on the participating artists' official YouTube channels and clicking the donate button on the page.

## Independent Venues At Grave Risk of Closing

When the pandemic hit, independent music venues were the first to close and will be the last to reopen. **90% of these venues report that they could be forced to shutter forever**; with no income, enormous overhead and no help from the government, they can't get through this economic devastation. Hundreds of venues have already closed. #SOSFEST was the first of several fundraisers to benefit the NIVA Emergency Relief Fund, including [Independent Venue Week](#) that kicks off this Saturday with a memorabilia auction to benefit the fund. **Watch a short video of independent venue owner's fighting to save their stages [HERE](#).**

## #SOSFEST Performances Available On Demand On YouTube Official Artist Channels

#SOSFEST, a 3-day innovative virtual music festival and fundraising event, featured all original concert sets from more than 35 artists who recorded live performances from more than 25 of the nation's most historic independent music venues, all with the common goal of preserving the infrastructure that gave them their start and helped shape their careers. Fans that missed the event or want to relive these epic performances can watch on demand by visiting their favorite artists' official YouTube Channels. Check out [Marshmello and Demi Lovato](#) or [Phoebe Bridgers](#) at Los Angeles' Troubadour, [Cautious Clay](#) at Philadelphia's World Cafe Live, [The Revivalists](#) at New Orleans' Tipitina's, [The Black Pumas](#) at Austin's The Parish or [The Lumineers](#) at The Boulder Theater and many more.

## Donate to Help Save Independent Venues

To commemorate the virtual festival, #SOSFEST commissioned vintage-style collectible concert posters for each of the 35 performances created by local artists from each city. **Fans can purchase the posters and more custom made #SOSFEST merch from NIVA's website [here](#)**, all proceeds of which go directly to NIVA's Emergency Relief Fund. Fans can also continue to donate to Niva's Emergency Relief Fund on YouTube [here](#).



## More About #SOSFEST

[#SOSFEST](#) is a celebration of live music and serves as a reminder of what is at stake if our venues disappear. Independent venues remain in danger of closing and need the support of the music community to ensure their doors stay open so that we can all return safely once they are permitted to re-open. Please visit [www.saveourstages.com](http://www.saveourstages.com) for more information on how to get involved in the initiative and stay tuned for more to come from YouTube Music and NIVA's partnership to help Save Our Stages.

A full list of artists and venues who appeared in #SOSFEST can be found [here](#). Watch #SOSFEST performances and call-to-action videos [HERE](#).

## More About NIVA

Formed at the onset of the COVID-19 shutdown, National Independent Venue Association (NIVA), now represents more than 2,900 members in all 50 states and Washington, D.C. These independent venues and promoters were the first to close and will be the last to fully reopen. NIVA's mission is to preserve and nurture the ecosystem of independent live venues, promoters and festivals throughout the United States. To learn more about NIVA's quest to gain federal funding for independent venues, visit <https://www.nivassoc.org/take-action>. To learn more about the NIVA Emergency Relief Fund, visit <https://www.nivassoc.org/erf>.

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