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WHO'S READY TO ROCK?

Fundraiser to Support Arts Programming at PACE and Give Local Bands a Chance at Their Big Break and \$10K Prize

COUNCIL BLUFFS, IA (March 13, 2024) – Get ready to rock as PACE teams up with Horseshoe Casino and Whiskey Roadhouse for an electrifying Battle of the Bands Fundraising event! Starting April 4th, this weekly competition will showcase the incredible talent of our local bands. With a prize package exceeding \$10,000, including cash, studio time, and a chance to perform at a Stir Cove Concert for a crowd of nearly 4,000, the stakes are high! Funds raised through Battle of the Bands will support PACE, ensuring access to quality arts and culture programming for our community.

Each Thursday starting in April, bands will go head-to-head, with only one band advancing to the next round. During the preliminary and semi-final rounds, there will be a prize pool of \$1,500 to be split between the competing bands. The performances will be evaluated by a panel of judges, including local leaders like Mayor Matt Walsh, media personalities, and music industry professionals. Additionally, the audience will have the opportunity to vote for their favorite band by making donations to PACE.

Bands will vie for a grand prize package which includes \$1,500, 2-days of studio time at Another Recording Company with music production by industry pro and PACE Studio Artist, Kent Hertz (valued at \$4,500), and an opening gig at a Stir Cove Concert.

PACE Studio Artist, Kent Hertz, renowned music producer and owner of Hz Productions, has worked with notable musicians such as Beyonce, Missy Elliot, and

Lone Star. Currently when not in the studio with the Steve Miller Band, he can be found on tour with Alanis Morissette.

“Working with local bands and discovering new talent is incredibly rewarding, and I'm excited to be a part of this initiative to help elevate the music scene in our community while helping to raise funds for PACE,” stated Kent Hertz in a release.

Stir Concert Cove has an electrifying season this year and will be hosting some of the biggest names in music, including The Beach Boys and Alabama. The winning band will open for a band with a similar genre, to help them grow their fan base. The outdoor music venue always ensures a great experience and top tier entertainment.

Funds raised from the Battle of the Bands will support arts and culture programming by PACE, encompassing over 400 classes and events annually, including theater, orchestra, kids and adult art classes, children’s camps, art gallery exhibitions, and community events like Music in the Park. Fundraisers like Battle of the Bands ensure PACE programming remains affordable (or free) for members of our community who may not otherwise have access to quality arts and culture programming. While PACE sets ticket and class pricing near market levels for affordability, the cost can still pose a barrier for some families in our community. Recognizing this, we provide tickets and scholarships, aiming to make cultural experiences accessible to everyone.

“We extend our heartfelt gratitude to the incredible team at Horseshoe Casino for their invaluable support in bringing this fundraiser to life. Their dedication to supporting the arts in our community is wonderful, and giving local talent a chance to shine adds an exciting addition to our cultural scene.” stated PACE CEO Danna Kehm in a release.

For bands eager to join the musical showdown, they can apply online at <https://www.caesars.com/horseshoe-council-bluffs/things-to-do/nightlife/whiskey-roadhouse> by Friday, March 15th.

Join us for the media night event at Whiskey Roadhouse on Thursday, March 28 at 7PM, where the matchups for the Battle of the Bands will be revealed. We invite everyone to this exciting occasion, bringing together music enthusiasts, bands, and media representatives to unveil the lineup for the upcoming competition.

WHAT: ***Battle of the Bands***
WHEN: Thursdays - Beginning April 4, 2024
TIME: Doors 7PM, Show 8PM

ADMISSION: Battle Rounds are FREE. The Final Round will have a \$10 admission, donated to PACE.

VENUE: Whiskey Roadhouse
2701 23rd Ave, Council Bluffs, IA 51501

MORE INFORMATION: <https://www.caesars.com/horseshoe-council-bluffs/things-to-do/nightlife/whiskey-roadhouse>

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ABOUT PACE

PACE developed and manages the Hoff Family Arts & Culture Center which includes a theater, rehearsal areas, gallery, artist studios, classrooms, teaching kitchen, and more. It is the home for multiple nonprofits including PACE, Chanticleer Community Theater, Kaneshville Symphony Orchestra, American Midwest Ballet, and Kitchen Council. Together, we increase access to the Arts and promote Council Bluffs as a center for excellence in the Arts. For more information visit www.paceartsiowa.org.