

JERRY DAY

*** News Release ***

JERRY DAY 2013: THE STAGE IS SET FOR THE 11TH ANNUAL CELEBRATION!

*To commemorate his 71st birthday,
the 11th Annual Jerry Day celebrates Garcia's life and music
on August 4 at the Jerry Garcia Amphitheater in McLaren Park.*

For Immediate Release

July 24, 2013

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SAN FRANCISCO- Once again, people from every corner of the country will gather on Sunday, August 4 from 11:30 a.m. to 6 p.m. to celebrate the life and music of legendary musician Jerry Garcia at the venue named in his honor—the Jerry Garcia Amphitheater—in San Francisco's McLaren Park, located in Garcia's childhood community, the Excelsior District.

The 11th Annual Jerry Day features an exciting lineup including **Melvin Seals & JGB**, who played with the Jerry Garcia Band for 15 years, **Stu Allen & Mars Hotel**, **Lonesome Locomotive** and **Garrin Benfield**.

Trixie Garcia, Jerry's daughter, said, "The Jerry Garcia Family is proud to participate in Jerry Day, honoring Jerry's contribution to San Francisco's diverse roots and musical heritage. This year, San Franciscans spoke up loud and clear that Jerry's legacy is indeed valuable to the culture and future of this unique city, and we thank you! Join us August 4 for the 11th annual Jerry Day celebration at the Jerry Garcia Amphitheater in McLaren Park!"

As a testament to its importance to the surrounding communities and City and County of San Francisco, the event has garnered the support of many civic leaders, including Mayor Ed Lee. "It is always an honor to support this annual community celebration dedicated to one of our City's greatest artists of all time, Jerry Garcia," said San Francisco Mayor Ed Lee. "This event continues to capture the true spirit of Jerry Garcia and the Grateful Dead while creating something truly special for the Excelsior neighborhood and the entire City. Happy Jerry Day!"

Board of Supervisors President David Chiu said, "I am proud to support the 11th annual Jerry Day because the event is not only special for the great neighborhoods around McLaren Park, but the entire City of San Francisco. It is an opportunity to remember the message of peace and love that Jerry Garcia personified and spread throughout the world with his music."

Supervisor Malia Cohen, who represents District 10, expressed similar sentiments, saying, "It is a privilege to support Jerry Day! This annual event brings together neighboring communities making it a true San Francisco celebration."

Musician and Bayview resident Melvin Seals said, "This is one of the most authentic Jerry festivals around. We are excited to be a part of it. Jerry grew up in the Bay Area and his vibe and spirit surround this festival!"

"I pretty much view my life as being before Jerry and after Jerry," said Garrin Benfield. "I went to my first Dead show when I was 14, over the protestations of my parents. In fact, I dragged my Dad along with me and he liked it! Jerry's whole ethos, and that of the band and its community—dedication to eclecticism, honest personal expression, improvisation, belief in the unknown—have informed every step I've taken in the last twenty years."

Presented by the Jerry Day Committee and San Francisco Parks Alliance, a major goal of this event is to raise awareness for the Excelsior District. What began as a fundraiser and celebration for Crocker Amazon Park continues today, highlighting the City's extraordinary public spaces. Positioned on the border of the Excelsior and Bayview districts, the park venue, concert, and residency of its artists help unite the broad spectrum of fans that enjoy this annual outdoor event.

Maria D'Angelico of the San Francisco Parks Alliance said, "What better way to love our parks than to enjoy a day of free local music outside? The Jerry Garcia Amphitheater is an important city resource and an asset to the surrounding communities. San Francisco Parks Alliance is pleased to serve as fiscal sponsor for Jerry Day, an annual event that brings more than 3000 people into McLaren Park to activate and care for this space."

Founder and Organizer Tom Murphy said, "As we start the second decade of Jerry Day, we are happy to help preserve San Francisco's culture and values, as well as see an event evolve into a classic San Francisco tradition at the Jerry Garcia Amphitheater. It is an honor to have this event help our local communities and promote the legacy of Excelsior District and San Francisco native son, Jerry Garcia."

Lonesome Locomotive guitarist Michael Rosen said, "I discovered Grateful Dead and Jerry music around 17, and it has always made me feel free. Some of the best times in my life featured Jerry as the soundtrack. I was too young to ever see him perform, but have always been amazed and hypnotized by how strong the force of his music still is today. His legacy is the perfect backdrop for a community event that is free for the public to attend, though donations help!"

Drummer Erin Cassidy said, "Being a Bay Area musician since the age of 17, Jerry was always the icon of jam, understatedness, and musical exploration. I have attended almost all of the 11 Jerry Days, and being able to pay homage on stage this year is a dream come true."

Jerry Garcia Fact Sheet

Jerry Day 2013 – August 4, 2013

11:30 a.m. to 6 p.m.

Jerry Garcia Amphitheater

45 Shelley Drive (John McLaren Park), San Francisco 94134

www.jerryday.org

Quick Facts

- ♪ Estimated Attendance: 4,000 throughout the day

- ♪ Jerry Garcia's birthday was August 1, 1942; he would have been 71 this year

- ♪ This year marks the 18 year anniversary of his death

- ♪ Jerry Garcia was the lead guitarist/vocalist for the Grateful Dead

- ♪ Jerry grew up at 87 Harrington St. and 121 Amazon St. in the Excelsior District, San Francisco

- ♪ Jerry's brother Tiff has been going to Jerry Day since 2005

- ♪ Jerry's daughter Trixie has confirmed her attendance for this year's event

- ♪ The first Jerry Garcia /Excelsior celebration was held on Sept. 19, 2002 at the Italian American Social Club. The event was called "Jerry Shirt," a fundraiser for Crocker Amazon Playground.

- ♪ The first Jerry Day was in August of 2003 at the McLaren Park Amphitheater

♪ The amphitheater was renamed the Jerry Garcia Amphitheater on July 21, 2005 through the Recreation and Park Commission

♪ Jerry Day is now recognized as the largest event associated with the Excelsior District

Related Events

♪ **July 29:** Magnolia and High Water Brewing release a special “Jerry Beer” 11am to closing, with Jerry Day 2013 Meet Up at 7pm, Magnolia Brew Pub, Haight and Masonic, San Francisco

♪ **August 1 and 2:** Grateful Dead Symphonic Celebration with Warren Haynes, presented by the San Francisco Symphony, Davies Symphony Hall, 401 Van Ness Avenue, San Francisco, 7:30pm.

♪ **August 3:** Jerry Day fundraiser at Dark Horse Inn, 942 Geneva St. (one block from Jerry’s childhood home), San Francisco, 7pm.

♪ **August 5:** The San Francisco Giants present Grateful Dead Tribute Night. Members of the Jerry Day Committee spearheaded the original Jerry Garcia Tribute Night at AT&T Park in 2010

♪ **August 6:** Former Grateful Dead publicist Dennis McNally will talk about Jerry Garcia’s upbringing and his distinctively San Francisco set of values that help shaped his own life and the Dead at the San Francisco Public Library’s Excelsior Branch, 4400 Mission St., 7pm

For more information

www.jerryday.org

www.jgbband.com

www.stuallen.net

www.lonesomelocomotive.com

www.garrin.com