



SQUARE ROOTS FESTIVAL ANNOUNCES DATE CHANGE AIMING TO RETURN TO LINCOLN SQUARE AUGUST 28-30, 2020

CHICAGO (April 24, 2020) - Square Roots Festival, a partnership between Lincoln Square Ravenswood Chamber Of Commerce (LSRCC) and Old Town School of Folk Music (OTSFM), will postpone this year's festival, originally scheduled for July 10-12, to the weekend of August 28-30, 2020. This decision was made with careful consideration of health and safety concerns regarding current restrictions on large gatherings to slow the spread of the COVID-19 virus. Square Roots Festival organizers will make any future decisions regarding the new weekend, August 28-30, with the health and safety of the community first and foremost as well as following recommendations from the CDC, City of Chicago, and the State of Illinois.

Square Roots Festival is an annual celebration of both the vibrant Chicago and international music and arts communities as well as the unique Lincoln Square business community. Street festivals like Square Roots are more than just a community event; they're also a generator of revenue for numerous small businesses within the community and throughout Chicago. This includes performers, artists, vendors, breweries, merchants, and countless suppliers. Square Roots employs over 1,000 people during a single weekend, with last year's festival consisting of 20 local restaurants, nearly 75 merchants, and over 300 musicians participating. It is estimated that Square Roots festival had an economic impact of over \$958,000 on the local economy during the 2019 festival.

Funds raised by the event assist both non-profit event organizers (LSRCC and OTSFM) to provide critical programming and business support throughout the year, including financial aid for Old Town School students and the important task of providing small business resources and support which are more critical now than ever. (Additional support for small businesses available at <http://www.lsrcc.org/supporting-community>)

The LSRCC and OTSFM are announcing this new weekend as a hopeful look towards another great Square Roots Festival later this summer while keeping the health and safety of our community and neighbors at the forefront of their decisions. Additional information will be available at squaresroots.org.

Event Details:

Dates: Friday, August 28, 5-10 pm; Saturday, August 29, noon-10 pm.; Sunday, August 30, noon-9 pm

Location: 4400 – 4560 N Lincoln Avenue (between Montrose and Wilson).

Phone: 773-728-6000

Cost: Suggested donation of \$10 for adults, \$5 for seniors/kids, \$20 for families

**Donations support LSRCC's business and community programming and OTSFM's financial aid programs.

Website: www.squaresroots.org

Festival Organizers: Old Town School of Folk Music & Lincoln Square Ravenswood Chamber Of Commerce
Produced By: Big Buzz Idea Group

Additional Information About Square Roots Festival:

2020 marks the 9th annual Square Roots Festival in Chicago's historic Lincoln Square neighborhood. Over 30,000 fans attend Square Roots annually, which provides a comfortable and truly local experience appealing to music-lovers, foodies, and craft beer enthusiasts alike. Past performers have included Son Volt, Cracker, The Jayhawks, Mekons, Lydia Loveless, Urge Overkill, Pokey LaFarge, Dessa, Beach Bunny, Kermit Ruffins, Sidi Touré, Waco Brothers, Matthew Sweet, and many more touring artists from near and far as well as Chicago-based musicians and dancers.

Lincoln Square is home to some of Chicago's most dynamic restaurants and breweries including past participants Gather, Luella's Southern Kitchen, Bistro Campagne, Half Acre Beer Company, and Dovetail Brewing.

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ABOUT OLD TOWN SCHOOL OF FOLK MUSIC:

Chicago's Old Town School of Folk Music is the largest community school of the arts in the U.S. and a non-profit organization committed to celebrating American music and global cultures. Founded in 1957, the Old Town School of Folk Music provides a wide range of music, dance, and arts courses to people of all ages, abilities, and backgrounds. Whatever one's interest, the Old Town School provides broad access to more than 700 accredited weekly class offerings, private lessons, and over 400 concerts and community events per year.

The Old Town School opened its Lincoln Square facility in 1998 and expanded in 2012. The Old Town School owns and operates three facilities situated in Lincoln Square and Lincoln Park that include a 425-seat and two 150-seat concert halls, 64 classrooms, an award-winning music store, a cafe, and resource center. Children's classes are also held at several suburban satellite locations. More information is available at oldtownschool.org or reach Dave Zibell, Director of Marketing at dzibell@oldtownschool.org.

ABOUT LINCOLN SQUARE RAVENSWOOD CHAMBER OF COMMERCE

Founded in 1948, the Lincoln Square Ravenswood Chamber of Commerce (LSRCC) is a non-profit association of local shops and restaurants, institutions, and professionals. The LSRCC supports local business with a variety of community events, educational workshops, consumer incentive programs, and more. As the service provider for the Lincoln Square Neighborhood Improvement Program (SSA #21), LSRCC drives economic development in Lincoln Square, beautifying and marketing its busiest retail corridors.

Using these tools, the LSRCC seeks to improve the economic well-being and quality of life in its two neighborhoods, one community, working together.

MEDIA CONTACTS:

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