

# Introducing Garden State

GARDEN STATE IS A VENTURE FACILITATED BY MUSIC INDUSTRY WOMEN JESSAMINE COUNTY AND JESSICA SCHNEHAGE, BASED OUT OF THE GARDEN ROUTE. IT COMBINES MUSIC AND OUTREACH, WITH THE AIM OF HIGHLIGHTING THE PLIGHT OF THE REGION AFTER THE FIRES OF JUNE 2017. THE CONCEPT IS ROOTED IN RAISING AWARENESS OF CURRENT REHABILITATIVE PROJECTS, AND THOSE IN THE PIPELINE, THROUGH A MULTITUDE OF FUNDRAISING EVENTS WHEREIN THE INCREDIBLE BIODIVERSITY OF THE AREA IS CELEBRATED.

**WHY?** A quote from Jessamine, Garden State director: "I have recently moved to the Garden Route and was unfortunately there for the fires of Knysna in June 2017 which devastated over 100 square km's of forest and critically biodiverse wilderness. I have spent the past 6 months being involved in the rehabilitation of wildlife zones via a number of outreach endeavours (see our Facebook charity page here), and am now focusing on an event called 'Garden State' to raise awareness of the area, its predicament, natural beauty and magical ecology.

**THE PREMIER INITIATIVE** Garden State's first endeavor is the "Introducing Garden State" Tour that culminates in a one day mini-festival in Cape Town. For this the directors have reached out to high profile USA artists Dave Depper (of the renowned indie-folk band Death Cab For Cutie), Laura Burhenn (a songbird who fronts the Mynabirds) and Kyp Malone (of soul rockers TV on the Radio) to lend their voice and clout to the lineup. These artists, along with a number of generous partners, have joined forces with the Garden State team in offering their time and resources to assist in making this a success. They will be playing a stripped down show in Johannesburg on the 28th March, and in Cape Town on the 7th April where they will take to the stage with a cross-cultural cross section of South Africa's brightest talent (The Brother Moves On, Bam Bam Brown, Obie Mavuso, The Liminals, InviZABLE and more). At the Cape Town event Garden State will showcase a number of outreach initiatives, where they will actively encourage participants to take part in charitable programs in a hands on way. One of the major announcements is a partnership with Greenpop for their 'Eden Festival of Action' which will see approx 7000 trees planted over June-July 2018 in the immediate area surrounding the future Knysna festival venue and fire damaged zones.