**NEWS**

* + Blog posts

**LOCATION**

Simply put, **Cook’s Valley Campground** is a site unlike any other you’ve likely experienced. It is a rare gem; a breathtaking locale that amazingly juxtaposes a feeling of remoteness with surprisingly easy accessibility. **Adjacent to US Highway 101 on the Humboldt – Mendocino county border in Northern California**, this location is delicately nestled along the **Eel River** in the towering Redwood forest (or as we call it, the “***infinite Redwood Curtain***”).

* + Host to many successful past events, Cook’s Valley Campground boasts an incredible remote setting with optimal accessibility. The Campground offers a unique and safe experience for both newcomers and well-seasoned festival campers alike. The Eel River runs through Cook’s Valley and features deep swimming holes, expansive and landscaped grassy areas are available for lounging, and the largest Redwood grove in the valley is used for camping.

**ABOUT US**

* + Northern Nights Music Festival is a 3-day celebration of music, art, food and culture. The event takes place at **Cook’s Valley Campground** on July 19th – July 21st 2013, a locale that has hosted highly acclaimed music festivals for more than 20 years.
  + **Our mission:**  To produce an annual event based on a strong understanding & passionate support system of emerging underground music industries – featuring sought out producers & DJs, both regionally and from around the globe. All this takes place surrounded by **California’s Redwood Forest sanctuary**, a setting of unparalleled beauty that enchants the senses of each attendee and highlights the rich festival history of the region.
  + **Our collective hope:** creating a premiere destination festival along the **Eel River** that encourages attendees to embrace a truly Californian experience. **Lighting, sound, and stage production** for multiple stagesare provided by SF Bay Area’s finest production teams in collaboration with renowned Humboldt County promoters and producers. Accompanying world class music acts are a collection of local and global craft vendors, food & beverage purveyors, and yoga yard built to host teachers from around the US.
  + ***Paying it forward:*** In alignment with the tradition of previous festivals, a portion of the proceeds from ticket and beverage sales are donated to the Mendocino and Humboldt school districts, non-profits, and environmental groups.

**ART**

* + Even though the natural landscape of our forested surrounds are stimulating on their own, we host outstandingly talented artists who create an array of eye-catching creations & rare visual stimuli. You can expect to see:
  + - Art Installations  
    - Live Artists  
    - Visuals Effects & Interesting Lighting  
    - Aerial Acrobatics & Fire Dancing  
    - Unique Art Galleries

**FOOD & DRINK**

* + **Food Truck Trail**  
    Explore the region’s best mobile food truck vendors, serving a variety of globally inspired gourmet quick bites and handheld edibles using only high quality locally sourced ingredients when possible. Vegetarian, vegan, and gluten-free options are available. Check back soon for a list of participating food vendors!
  + **Vino + Draft Craft**  
    Select from our expertly selected assortment of award-winning wines & beers from provided by regional breweries & boutique wineries.

Stay tuned for a list of beverage selections and participating food vendors!

COMEDY

* + Professional and up-and-coming comedy acts are performing daily.

**WORKSHOPS**

* + Workshops offered throughout the weekend are specially designed to help refocus and recharge your mind and body.
  + Yoga classes are a daily offering with ever effort to accommodate a variety of styles, whether you are new to yoga or practice regularly.
  + Arts & crafts, screen printing and music programs are in the works for 2014!

Prior to the event, the workshop schedule will be available on our website. During the event schedules will be posted in easy-to-find locations throughout the festival ground. Workshops will be free to all attendees and is included in the cost of your festival admission.

**YOGA**

* + Yoga classes are a daily offering with ever effort to accommodate a variety of styles, whether you are new to yoga or practice regularly. More information about classes and teachers will be available soon. Want to teach yoga at NNMF? Email info@northernnights.org.

**FAQs (Frequently Asked Questions)**

* + When is the festival?  
    **- July 18th, 19th, 20th (Friday, Saturday & Sunday)**
    - PUBLIC CAMPING IS PROHIBITED ON THURSDAY JULY 18TH
    - **-The festival takes place rain or shine.**
  + NO FIREWORKS OR OPEN FLAMES OF ANY KIND &
  + What are the hours of the festival?  
    **- Friday: Gates open at 12 noon. Music starts Friday at 2 pm ending at 2 am. Keep it going after 2 am in a Silent Disco powered by Silent Frisco.  
    -Saturday: Music starts at 10 am ending at 2 am. Continue after 2 am in the Silent Disco powered by Silent Frisco.  
    -Sunday: Music starts at 10 am ending at 2am, followed by a Silent Disco.**
  + Can we bring our own speakers to the festival?  
    -**There will be no other sound camps or other amplified speakers allowed onsite or at the campgrounds.**
  + What kind of security can we expect?  
    FOR YOUR SAFETY, **each person and vehicle entering the festival grounds will be searched.  You should expect to empty your pockets and have all items examined.  We reserve the right to refuse entry to anyone. Once inside, there will be event staff and police to help ensure your safety and security.**
  + Will there be re-entry?  
    **There is re-entry into the concert bowl! However, once your car is parked on-site you may leave but your vehicle will NOT BE ALLOWED back in. We are offering a day use lot called attendees who wish to stay off-site.**
  + What are all the wristband policies?  
    **-All sales are FINAL – no refunds and no exchanges.  
    -DO NOT BUY TICKETS FROM THIRD PARTY TICKETING SITES. Outlets for official tickets will be listed once tickets are released in May.  If you purchase a counterfeit ticket, you will be denied entry and will not receive a refund.  
    -Wristbands MUST be worn for entry into the Festival and at all times inside the Festival.  
    -Wristbands MUST be worn securely on your wrist so it cannot be slipped on and off.  
    -Do NOT remove, stretch or tamper with your wristband in any way or you will not be allowed entry.  
    -Subsequent and/or multiple presentations of a counterfeit wristband will be seized by Festival security staff and subject may be ejected from the Festival.  
    -If your wristband is removed by Festival security/event staff for any reason, it WILL NOT be replaced and you will be ejected from the festival.  
    -All attendees must pass through security and are subject to bag inspection. Prohibited items will be confiscated by event staff. \*\*THERE ARE ABSOLUTELY NO EXCEPTIONS TO THIS WRISTBAND POLICY.\*\***
  + Will alcoholic beverages be served?  
    **Heck yea! Alcoholic beverages will be served to those with a government-issued photo ID stating you age is 21 or older. You must show your ID to at a designated location to receive your 21+ wristband.**

**PLEASE NOTE: GLASS BOTTLES OF ANY KIND WILL BE PROHIBITED FROM THE ENTIRE FESTIVAL SITE**

* + Can I build a campfire?  
    **NO. Campfires/fireworks/fire dancing/fire starters/torches/fire-powered appliances will not be permitted. The only fire allowed at the event will be that coming out of the speakers!**
  + Can I bring outside food?  
    **YES!!!!! DEFINITELY BRING OUTSIDE FOOD. We recommend protein packed snacks and local organic produce! For those lacking super snack skills, here are a few of our favorites to help up your snack game:**  
    **- Raw Almonds;**  
    **- Salt & Pepper Pistachios;**   
    **- KIND bars (Almond & Coconut is our fav!);**   
    **- tangerines;**   
    **- apples (pink lady or honey crisp are especially tasty!);**   
    **- turkey/salmon/beef jerky;**   
    **- peanut butter stuffed pretzels;**   
    **- maple almond butter (on EVERYTHING);**   
    **- Dark Chocolate Sea Salt Cashews (OH DANG!);**   
    **- cherries;**   
    **- organic golden peaches (BEST of the season!);**   
    **-instant oatmeal;**   
    **- chia seeds (sprinkle this protein-packed super food onto EVERYTHING!)**  
    **- carrot & celery sticks;**   
    **- Food Should Taste Good™ Multigrain OR Everything Tortilla Chips (all natural, gluten free and packed with fiber!!)**   
    ***Not enough for ya? Make your own ahead of time! Check out our [Clean Eating | Camping Eats board on Pinterest](http://pinterest.com/nnmfestival/clean-eating-camping-eats/" \t "_blank) for recipes and inspiration!***
  + Can we bring a portable grill, such as a charcoal or propane powered grill?  
    **lonely propane stoves appropriate for camping are permitted. Fire danger is high!! Don’t forget, there will be delicious food for your grubbing pleasure onsite as well!**
  + Should I bring a tent?  
    **Tents are MANDATORY. Well not really mandatory, but you will be very bummed if you don’t have one. Please bring a tent, and a tarp to place underneath, for extra padding amd protection from the morning dew.**
  + Where can I park?  
    **[Please see our Parking Page for full details on where you can park your car through the duration of the festival.](http://www.northernnights.org/2013/05/05/parking/" \t "_blank)**
  + Can I buy tickets at the event?  
    We encourage everyone to purchase tickets before hand (save yourself some money!) but **of course you can purchase tickets onsite at the box office. Camping is first-come first-served so arrive early for a choice spot!**
  + Will there be ATM’s at the festival?  
    **Yes, ATM’s are located throughout the festival grounds at the general store and near the Food Truck Trail!**
  + Will there be showers?  
    **Yes, cold water portable showers are provided free of charge. Bring your biodegradable soap!**
  + What happens if it rains?  
    **Better pack an umbrella ’cause the show will go on! The festival will take place rain or shine and all artists advertised are confirmed to play. If weather does not allow for safe travel to the venue for an artist, the lineup is subject to change without notice. It’s best to visit the website for the most up-to-date info.**
  + Is glass allowed in the campsite?  
    **ABSOLUTELY NOT.**
  + What can I bring into the concert bowl?  
    Keep in mind everything you bring is subject to search **and the more stuff you bring the longer everyone waits in line. PERMITTED ITEMS: Digital or disposable cameras, fanny packs, purses, European carry-alls, backpacks. Lawn chairs, blankets, sunglasses, hats, lighters. Toiletries including sunscreen (natural if possible!), chapstick or lip gloss, skin lotion, reusable food & beverage containers, flags/staph/ pole type items, umbrella, binoculars, etc.**
  + What can’t I bring into the festival?  
    **Knives or anything deemed a weapon, video or audio recording devices, professional cameras, pets, glass containers, aerosol cans of ANY kind, drugs or drug paraphernalia, unauthorized solicitations, handbills, sampling or giveaways.**
  + Where is the nearest airport?  
    **Arcata/Eureka airport (ACV) is served by United Airlines.**
  + Where is the nearest store/supermarket?  
    **Traveling on 101 North you pass through Laytonville which is the last town to shop for supplies before reaching the festival grounds. Traveling on 101 South you will see the exit for Garberville which is the last town to shop for supplies before reaching the festival grounds. There is also a general store with limited stock on-site to fulfill any last-minute needs.**
  + If I’m coming from out of town, but don’t want to camp, are there other options for lodging?  
    **Definitely!! If caming isn’t your thing, no problem. There are hotels in the area and soon on the website you will see a list of our preferred choices. Day-use parking will also be offered on-site for anyone staying off-site.**
  + I’m camping, what should I bring?  
    **You must bring your own tent and any other camping needs for the weekend. Check back soon for a super helpful packing checklist.**
  + Are pets allowed in the campsites?  
    **NO. We love our pets too! But no pets are allowed, sorry!**
  + Will there be a first aid area, or paramedics on duty?  
    **We have an amazingly talented medical staff on site 24-hours a day for the duration of the event. There are also several first aid stations avaible.**
  + Will there be a Lost and Found?  
    **Yes. If during the festival you realize an item is lost, check in at the box office and leave all the important info. If you need assistance after the event, email [info@northernnights.org](mailto:info@northernnights.org" \t "_blank) and provide your name, contact information, and a full description of your lost item.**

**WHO/WHAT/WHY:**

* + Northern Nights Music Festival is a 3-day celebration of music, art, food and local culture. The event will take place on Cook’s Valley Campground on July 19th – July 21st 2013, which has also played host to various acclaimed music festivals over the past 20 years.
  + our mission: to produce an annual event based on a strong understanding & ever passionate support system of emerging underground music industries - featuring sought out producers & DJs, both regionally and from around the globe.  
    All taking place within the surroundings of California's Redwood Forest sanctuary: a setting of unparalleled beauty that will highlight both the venue’s and community’s rich festival history & enchant the individual senses of all those in attendance.   
    our collective hope: to create a premiere destination festival that offers a rare opportunity to embrace a truly Californian experience.
  + Lighting, sound, and stage production for the two stages, adjacent to the beautiful Eel River, will be provided as a collaboration between the Bay Area’s finest production teams partnering with experienced Humboldt County locals. In addition to world class music acts, the festival will proudly feature local and global arts and crafts, a selective collection of regional craft brews & wines, a mindful space for yoga and guided meditation, organic food offerings, and local vendors.
  + In alignment with the history and tradition of previous festivals, we will be donating a portion of both our proceeds from ticket & beverage sales to the Mendocino and Humboldt school districts, non-profits, and environmental groups.

**NEWS**

* + the “News”/”announcements” section will exist on the homepage, and relevant content/articles will be displayed in the homepage Slider bar.
    - *WHO IS GOING TO BE UPDATING THIS? What time of commitment can we get for number of articles?*

**LOCATION**

* + Adjacent to US Highway 101 on the Humboldt - Mendocino county border in Northern California; a location highly regarded over the decades for it’s wellspring of culture and resources, nestled in the redwood forest or as we like to call it "Redwood Curtain,” along the Eel River is COOKS VALLEY CAMPGROUND!

Host to previous successful events, Cooks Valley Campground unique offering for past festivals in this region can be attributed to the location.

* + Cooks Valley features deep swimming holes, large & open landscaped grass areas and the largest redwood grove in the valley for camping.
  + By Car:
    - 3 Hours North of San Francisco
    - 1 Hour South of Arcata/Eureka
  + By Air:
    - 1.5 hours from Arcata/Eureka airport (ACV) served by United Airlines
  + **Insert photo gallery underneath that goes through all the cool pics we have!**

**STAGES**

* + Main Stage
  + River Stage
  + Silent Disco

**ART**

* + **Art Installations**
    - Live Artists
    - Visuals/Lighting
    - Aerial and Fire Dancing
  + **Creative Artists**
    - TBA

**FOOD + DRINKS**

* + NNMF will feature local food provided food trucks, local restaurants, a daily farmers market and onsite convenient store offering all the goodies your might have forgotten.
  + Beer + Wine will be provided by will be provided by the regions best craft beers and local wineries.

**WORKSHOP**

* + Daily yoga will be offered, along with a variety of arts & crafts, screen printing and music programs

**MANIFESTO FOR A POSITIVE GATHERING**

* + TAYLOR

**SUSTAINABILITY**

* + Northern Nights chose Cook’s Valley as its home for its spectacular landscape and environment, that will play host to our 2ND annual festival, on July 18th, 19th, 20th 2014. *There is nowhere else on the planet better maintained for mid-summer nights of dancing under the stars, sleeping under the redwoods, and basking in the cool clean waters of the Eel River.* We share the same commitment to responsibility of all those before us, to maintain the natural sanctity of this beautiful oasis.  It is ALL of our job to ensure that we respect the land and our surroundings, and take as many measures as we can to protect our weekend home, so that we can preserve its beauty for future generations of visitors and dance lovers to come.
  + With this in mind, NNMF is dedicated to SUSTAINABILITY.  From the standpoint of a weekend festival, sustainability relates to the idea of minimizing negative human impact on the venue and its surrounding environment. This means that TOGETHER, we all must take proactive steps to mitigate the waste we create and leave Cook’s Valley, TRACELESS: from the food that we eat, the beverages we drink, the things we smoke, and how we keep ourselves clean. To this end, NNMF will provide the following resources to our guests as mitigative measures to protect our weekend home!
  + ~Eco-Etiquette~
  + PLEASE CHECK YOUR CARS FOR LEAKS!  
    Keeping the Eel River free of toxins begins with YOU! We will be checking all vehicles upon entry to the venue and no parking will be permitted within 100 ft of the river bar. Please take a quick look under your vehicle before beginning your beautiful drive through the redwoods and if you see a leak, please have it fixed!
  + Bring Earth-Friendly Products  
    Please only bring eco-friendly soaps (e.g. [Dr. Bronners](http://www.drbronner.com/" \t "_blank)) for your showers and washes. *[Check out this daily-updated list for more recommendations of natural, earth-friendly products we love.](http://pinterest.com/nnmfestival/earth-friendly-camping-essentials/" \t "_blank)*
  + DON’T URINATE IN THE RIVER.  
    You will be punished in the form of having to sit in the silent disco with HARDSTYLE TRANCE on loop. Seriously.
  + BRING WET WIPES! :: A Clean Body Makes for a Clean Environment.  
    One of the biggest misconceptions is that damage to the water quality is only from direct deposit into the river – FALSE! Improper wipe-age leads to contaminants in the river, and this is why NNMF is presenting the [TRACELESS ASS CAMPAIGN (TAC)](http://www.northernnights.org/traceless/" \t "_blank). Yes, it makes us laugh too. But we think a good laugh makes it memorable, which is all the more important as we are serious about the message. The better you clean yourself, the better it is for the river you swim in, the better it is for the friends you are camping with and most importantly, the cleaner YOU are as human being!  We will provide a limited quantity of wet wipes at the porta-potty locations, but please bring your own as well!
  + The NNMF “TRACELESS” Intiative  
    *On top of that rewarding feeling you will get by participating in cleaner party practices, we would like to offer a little extra incentive for those dedicated ecological-over-achievers, for helping us achieve our Greener Festival goals and “TRACELESS” initiatives!*
  + a. A free NNMF ticket for recycle crew volunteers ([Please sign-up here!)](https://docs.google.com/a/blapproductions.com/spreadsheet/viewform?formkey=dGRkUEQwVktYNHVxaDA3Yk9uM2N0WkE6MQ" \t "_blank)
  + b. A free bottle of water for every 10 used bottles, cans, or cups returned to the TRACELESS tent
  + c. A free NNMF T-shirt for every 100 cigarette butts returned to the TRACELESS tent (NNMF will provide gloves)
  + *An on-site TRACELESS info tent will be present where you can learn more about NNMF’s traceless programs.*

**ECOSYSTEM**

* + *“We have forgotten how to be good guests, how to walk lightly on the earth as its other creatures do.” – Barbara Ward, Only One Earth (1972)*
  + As humans, we often separate ourselves from other organisms on Earth. We forget that, like other living things, we play an integral role in our ecosystems.  Ecosystems can be massive (thinking of the solar system) or tiny (microscopic biota in one drop of water).
  + The ecosystem occupied by Northern Nights Music Festival is a combination of both the living and non-living elements, from the redwoods to the rocks to endangered [salmon](http://www.youtube.com/watch?v=Yy57-MqK5_g) and [steelhead trout](http://caltrout.org/initiatives/steelhead-salmon/eel-river-restoration/).  Keep an eye to the sky and you may see a bald eagle, great blue heron or osprey. Explore the river and you might encounter a family of river otters or invasive pike minnows.  Needless to say, Northern Nights Music Festival at Cook’s Valley Campground is part of a very sensitive ecosystem.

**RIVER**

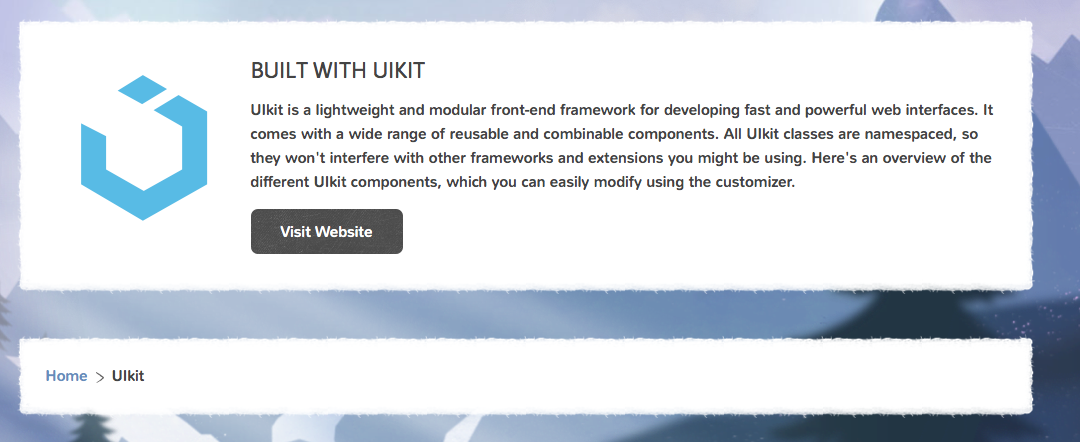
* + *“Each species on our planet plays a role in the healthy functioning of natural ecosystems, on which humans depend.” – William H. Schlesinger*
  + **Northern Nights Music Festival** is fortunate to have found its home on the South Fork Eel River. South Fork is part of the [**Eel River watershed**](https://www.youtube.com/watch?v=dUlAANVBYHM), the third largest watershed in the California, which dumps into the ocean to the north of NNMF in Humboldt County.  South Fork Eel River is of utmost importance, not just to the wild animal and plant communities in the region, but also to the human communities established within the large watershed.
  + South Fork Eel River holds special historical and cultural significance for native Indian groups, and has supported mixed-use human activities for many generations. The myriad uses of South Fork, including recreation, gravel extraction, agriculture and music festivals, is possible only because each stakeholder group closely follow principles of sustainability to ensure the health and cleanliness of the river for everyone else.
  + We are honored to have the opportunity to showcase The Arts in such a sacred location on the border of Mendocino & Humboldt counties. Northern Nights is dedicated to the integrity & sustainability of the environment surrounding Cook’s Valley and it is the collective responsibility of event staff & attendees to take proactive steps to mitigate environmental impacts on the Eel River during the festival. We will provide the following information on how together we can enjoy the weekend in an Eel River responsible manner:
  + 1-      – We ask that all attendees please check their car for fluid leaks before leaving to the festival. We will be doing on-site inspections and have an oil absorbent cloth for unforeseen drips.
  + 2-      – We will have fully accessible showers on site and ask patrons to use eco-friendly soaps (e.g. **[Dr. Bronner’s](http://www.drbronner.com/" \t "_blank))** and **[bio-degradable sunscreens](http://health.infoniac.com/top-ten-safest-eco-friendly-sunscreens.html" \t "_blank)** to help protect our beautiful river. The showers are there to keep clean and access to the river is provided for you to enjoy & refresh during the day! We will provide onsite options for these products at the NNMF general store. Check out our daily updated list of our favorite **[Earth-Friendly Camping Essentials!](http://pinterest.com/nnmfestival/earth-friendly-camping-essentials/" \t "_blank)**
  + 3-      – We STRONGLY encourage all attendees to bring reusable drinking bottles and water – we will have limited disposable options onsite.
  + 4-      – Please visit our on-site **[TRACELESS](http://northernnights.org/traceless" \t "_blank)**information tent for additional **Eel River** sustainability information.

**REDWOODS**

* + “In the end, we will conserve only what we love. We will love only what we understand. We will understand only what we are taught.” – Baba Dioum, in his speech to the International Union for Conservation of Nature (1968)
  + **Northern Nights Music Festival** takes place in Mendocino County near the Humboldt County line, and is tucked away in the shadows of a towering redwood forest. You’ll notice that our large event site, the Cook’s Valley Campground, feels dwarfed among these tall Sequoia sempervirens trees, the tallest trees in the world. **Sequoia sempervirens**, known as the California redwood or coastal redwood, age over 1,000 years old and reach heights upwards of 300 feet!  (Oh, yeah, you know what else lasts that long?[**PLASTIC**](http://youtu.be/Se12y9hSOM0?t=29s).  Bring your own reusable water bottle to NNMF). To see, touch, smell ([**and maybe taste, if you’re brave**](http://students.washington.edu/uwfarm/2011/01/14/foraging-class-iv-can-you-eat-trees/)!) one of these humongous trees will only add to the unforgettable experience that you will have at Northern Nights Music Festival.

LAYOUT THOUGHTS!

When click on traceless it pops onto this page with all 4 sub topics laid out like below with a pic on the left, a headline and a quick note about it. Then click to view more!



**ARTISTS**

**TBA**

**PARTICIPATE**

* + Join the team!  Northern Nights Music Festival is looking for part-time staff comprised of passionate music lovers, eco-enthusiasts, and all like-minded supporters to help us make this festival experience truly incredible! Whether it’s sharing your ideas, getting others involved, helping us to fulfill our ecological initiatives, distributing flyers/posters around your hometown and/or your college campus, and/or really working hard to get the word out about this amazing inaugural festival, we would love to have you apart of our team.
  + If you’re interested please fill out this form: need new form or email info@northernnights.org
  + Musicians/DJs/Visual Artists  
      
    We have a few spots left for musical and visual artist spots for the festival on July 18, 19, 20. . If you’re interested please fill out this form: need new form or email northernnightstalent@gmail.com

**VOLUNTEER**

* + **Wanna get involved? Become a Northern Nights Volunteer!**
  + Northern Nights Volunteers
    - Volunteer applications will be available in early April. Please check back then.

**STREET TEAM**

* + Northern Nights Street Team
    - We want you! NNMF is looking for people to distribute flyers and posters around their hometowns and really work hard to get the word out about this amazing inaugural festival.
    - If you’re interested please fill out this form: need new form or email northernnightsteam@gmail.com

**NON-PROFIT**

* + *In alignment with the history and tradition of previous festivals, Northern Nights Music Group will provide economic support to the Mendocino and Humboldt school districts, volunteer fire departments and non-profits.*
  + A portion of your ticket price will benefit the Support Our Schools benefiting the [Southern Humboldt School Foundation](http://www.humboldt.k12.ca.us/sohumb_usd/school/schools_foundation/).
  + Northern Nights is eager to work with more like-minded organizations, and we would love to hear more about your cause or project! Please contact us at [info@northernnights.org](mailto:participate@northernnights.org) and let us know more about your organization.

**VENDOR**

* + Vendor applications will be available in early April. Please check back then.

**SPONSORS**

* + NNMF is ready to talk with you about exciting possibilities to have your company participate in this inaugural event. Please email [andrew@blapproductions.com](mailto:andrew@blapproductions.com) with your name, company name, contact info and your sponsorship thoughts.

**TRANSPORTATION**

* + *We urge all our attendees to be conscious and consider their combined impact when making their travel plans!*
  + Part of our goal to reduce our overall carbon footprint, starts well before we even arrive at the campsite! Because it is our social and environmental responsibility to take initiative and brainstorm solutions to improving the system of travel and transportation, we have come up with different strategies that with the support of our attendees, together we can accomplish our goal in reducing carbon emissions, traffic congestion, and mechanical pollution on the natural environment.

BUS INFORMATION TO COME

**MAP**

* + Google map that allows you to enter your address

**DIRECTIONS**

* + **Northern Nights Music Festival** will be calling **Cook’s Valley Campground** its weekend home. **Cook’s Valley Campground** is located on the Mendocino and Humboldt County borders, off of Highway 101.  
    *More:* **[Map](http://www.northernnights.org/map/" \t "_blank)**, **[Transportation Options](http://www.northernnights.org/the-ride-up/" \t "_blank)**, **[Parking](http://www.northernnights.org/2013/05/05/parking/" \t "_blank)**
  + By Car:
  + 3.5 Hours North of San Francisco North on Highway 101 – When you pass Piercy, CA start looking for the festival signs you are only 3 miles away, Northern Nights will be on your right!
  + 1.5 Hour South of Arcata/Eureka South on Highway 101 – When you pass the Patriot Gas Station start looking for the festival signs you are less than 1 miles away, Northern Nights will be on your left!

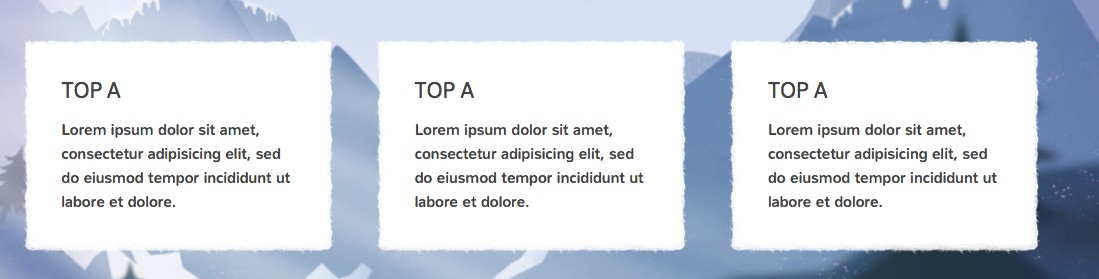
**CAR POOL**

* + ***In order to limit the traffic congestion for the local Humboldt & Mendocino communities and reduce our collective fuel consumption, we urge you to plan ahead and be conscious of your own carbon impact.***
  + We highly recommend carpooling to **Northern Nights Music Festival** and feel strongly about using all of the space in your car. We will offer a variety of different transportation options, including a carpool forum to link up with others travelling to Northern Nights and various pick-up spots across the Bay Area and Marin counties for chartered festival buses.
  + A tremendous part of the Northern Nights Music Festival experience, is the ride to the party itself! But it just isn’t quite the same when you don’t have a car full of equally awe-inspired smiles to share the experience with. Thus, we urge you to travel responsibly and with one another! Meet new friends and enjoy the incredible sights along Highway 101 together. *~”Friends don’t let friends ride alone!”~*
  + **CARPOOL CARAVAN:**  
    Check out our [Community Forum](http://www.northernnights.org/forums/) to link up with others to carpool to Northern Nights.
  + **FESTIVAL BUS TICKETS/PICK-UP SCHEDULE:**  
     More information to come on festival shuttle tickets and schedules.
  + Chartered and Party Buses are allowed and preferred. So go big and round up your whole crew! If you do set up a bus, feel free to reach out to [info@northernnights.org](mailto:info@northernnights.org) for assisting with organizing and possible group discounts!

**PARKING**

* + *In order to limit the traffic congestion for the local Humboldt & Mendocino communities and reduce our collective fuel consumption, we urge you to plan ahead and be conscious of your own carbon impact. We will offer a variety of different transportation options, including various pick-up spots across the Bay Area and Marin counties for chartered festival buses.*
  + A tremendous part of the Northern Nights Music Festival experience, is the ride to the party itself! But it just isn’t quite the same when you don’t have a car full of equally awe-inspired smiles to share the experience with. Thus, we urge you to travel responsibly and with one another! Meet new friends and enjoy the incredible sights along Highway 101 together. ~”Friends don’t let friends drive alone!”~

Let’s have all them laid out like below and then a map at the bottom of the Ride Up page



Can we do a signup form here?

Something like this?

<http://wintersaltsf.com/contact-us>

**PRESS**

**FOR ALL MEDIA & PRESS RELATED INQUIRIES, PLEASE CONTACT: [yhendrix@sonic.net](mailto:yhendrix@sonic.net" \t "_blank)**

**Want to blog about us? Or simply share the NNMF flyer with your friends? Click here! (link to our box assets)**

**Flyers / Online Assets**

* + Flyers like Sashquash has or these from HSMF: <http://www.highsierramusic.com/community/link-to-us/>

*- Kind words from Publications we love -  
  
“Northern Nights Music Festival. Brand new this year, an organic dance music festival on the Eel River curated by Bay Area-based BLAP Productions and Humboldt’s own World Famous Productions. It kicks off with a Friday funk and bass-a-thon, followed by an organic riverside discotheque Saturday, concluding with a sexy Sunday tropical dance party”* – *[North Coast Journal](http://www.northcoastjournal.com/humboldt/summer-festival-guide-2013/Content?oid=2247896" \t "_blank)*

*“When NNMF hit my radar it had a ping that vibrated through the house. This may be my favorite venue on the entire planet with a climate that calls for fun in the river all day and dancing all night. Located only 3.5 hours north of San Francisco, Cook’s Valley has a landscape that can only be defined by fairies and gnomes as one of the most magical places on earth, this show is poised to take the cake.” - [Music You Need](http://musicyouneed.net/2013/05/30/event-spotlight-northern-nights-music-festival-july-19th-21st/" \t "_blank)*

*“Known for their sophisticated and innovative events, BLAP is breaking ground yet again with this three-day music festival on the Eel River. As to be expected the line-up is packed with heavy-hitting, dance-worthy artists leading today’s EDM.” – [The DJ List](http://thedjlist.com/news/2013/05/northern_nights_music_festival_announces_line/" \t "_blank)*

*“This festival has a tone of intimate authenticity, complete with a well-rounded lineup featuring Kastle, Deejay Theory, Gladkill, Andreilien and more….* *along the bejeweled Eel River, a dream spot for summer swimming.” – [The Gypsy Diaries](http://www.thegypsydiaries.com/post/53281533039/dont-miss-northern-nights-2013" \t "_blank)*

* + **2013 PRESS RECAP**
    - [http://synthesisweekly.com/summer-festival-guide/](http://synthesisweekly.com/summer-festival-guide/" \t "_blank)  
      [http://events.kron4.com/Northern\_Nights\_Music\_Festival/279060427.html](http://events.kron4.com/Northern_Nights_Music_Festival/279060427.html" \t "_blank)  
      [http://www.sfstation.com/2013/06/06/northern-nights-music-festival-humboldt-lineup/](http://www.sfstation.com/2013/06/06/northern-nights-music-festival-humboldt-lineup/" \t "_blank)  
      [http://www.bionicbeatlab.org/](http://www.bionicbeatlab.org/" \t "_blank)  
      San Francisco based online publication called The DJ List  
      [http://www.gadling.com/2013/07/06/northern-nights-music-fest-to-go-on-in-spite-of-itself/](http://www.gadling.com/2013/07/06/northern-nights-music-fest-to-go-on-in-spite-of-itself/" \t "_blank)  
      [http://www.damnthatsepic.com/event/northern-nights-music-festival-2013/](http://www.damnthatsepic.com/event/northern-nights-music-festival-2013/" \t "_blank)  
      [http://worldfamousparty.com/northern-nights-music-festival/](http://worldfamousparty.com/northern-nights-music-festival/" \t "_blank)  
      [http://runthetrap.com/2013/06/26/http-exclusive-mix-for-northern-nights/](http://runthetrap.com/2013/06/26/http-exclusive-mix-for-northern-nights/" \t "_blank)  
      [http://ilovethisbeat.blogspot.com/2013/04/northern-nights-music-festival.html](http://ilovethisbeat.blogspot.com/2013/04/northern-nights-music-festival.html" \t "_blank)  
      [http://www.silentfrisco.com/event/295495-silent-frisco-northern-cooks-valley/](http://www.silentfrisco.com/event/295495-silent-frisco-northern-cooks-valley/" \t "_blank)  
      [http://www.sunsetpromotions.com/event/295495-silent-frisco-northern-cooks-valley/](http://www.sunsetpromotions.com/event/295495-silent-frisco-northern-cooks-valley/" \t "_blank)  
      [http://alistcalendar.com/2013/06/northern-nights-music-festival/](http://alistcalendar.com/2013/06/northern-nights-music-festival/" \t "_blank)  
      [http://www.pressureanya.com/event/northern-night-music-festival/](http://www.pressureanya.com/event/northern-night-music-festival/" \t "_blank)  
      [http://musicyouneed.net/2013/05/30/event-spotlight-northern-nights-music-festival-july-19th-21st/](http://musicyouneed.net/2013/05/30/event-spotlight-northern-nights-music-festival-july-19th-21st/" \t "_blank)  
      [http://calendar.humboldtbeacon.com/mendocino\_ca/events/show/332394403-northern-nights-music-festival](http://calendar.humboldtbeacon.com/mendocino_ca/events/show/332394403-northern-nights-music-festival" \t "_blank)  
      [http://blog.lessthan3.com/2013/06/northern-nights-music-festival/](http://blog.lessthan3.com/2013/06/northern-nights-music-festival/" \t "_blank)  
      [http://beta.flavorpill.com/events/northern-nights-music-festival](http://beta.flavorpill.com/events/northern-nights-music-festival" \t "_blank)  
      [http://www.ineffablemusic.com/losrakas/site.php?id=/blog/northern-nights-music-festival-w--los-rakas](http://www.ineffablemusic.com/losrakas/site.php?id=/blog/northern-nights-music-festival-w--los-rakas" \t "_blank)  
      [http://www.cmykcity.com/deals/1698/northern-nights-music-festival](http://www.cmykcity.com/deals/1698/northern-nights-music-festival" \t "_blank)  
      [http://thedjlist.com/events/garberville-us/northern\_nights\_music\_festival\_2013/](http://thedjlist.com/events/garberville-us/northern_nights_music_festival_2013/" \t "_blank)  
      [http://beta.flavorpill.com/events/northern-nights-music-festival](http://beta.flavorpill.com/events/northern-nights-music-festival" \t "_blank)  
      [http://ewallstreeter.com/northern-nights-music-fest-to-go-on-in-spite-of-itself-4810/](http://ewallstreeter.com/northern-nights-music-fest-to-go-on-in-spite-of-itself-4810/" \t "_blank)  
      [http://feest.us/northern-nights-music-festival-piercy-ca-2013](http://feest.us/northern-nights-music-festival-piercy-ca-2013" \t "_blank)  
      [http://www.metrowize.com/event/northern-nights-music-festival](http://www.metrowize.com/event/northern-nights-music-festival" \t "_blank)  
      [http://www.tvballa.com/2013/07/california/itself-go-music-spite-nights-northern-fest](http://www.tvballa.com/2013/07/california/itself-go-music-spite-nights-northern-fest" \t "_blank)  
      [http://www.thegypsydiaries.com/post/53281533039/dont-miss-northern-nights-2013](http://www.thegypsydiaries.com/post/53281533039/dont-miss-northern-nights-2013" \t "_blank)

**BUY TICKETS**

* + Ticket page

**LOGOS WITH PARTNER INFO**

* + Maybe put this at the bottom of the page

**PRIVACY POLICY**

This privacy policy sets out how Northern Nights Music Festival uses and protects any information that you give Northern Nights Music Festival when you use this website.

Northern Nights Music Festival is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Northern Nights Music Festival may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 3/1/2014.

What we collect  
We may collect the following information:

name and job title

contact information including email address

demographic information such as postcode, preferences and interests

other information relevant to customer surveys and/or offers

What we do with the information we gather  
We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

Internal record keeping.

We may use the information to improve our products and services.

We may periodically send promotional email about new products, special offers or other information which we think you may find interesting using the email address which you have provided.

From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail.

We may use the information to customise the website according to your interests.

We may provide your information to our third party partners for marketing or promotional purposes.

We will never sell your information.

Security  
We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies  
A cookie is a small file which asks permission to be placed on your computer’s hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites  
Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.  
  
Controlling your personal information  
You may choose to restrict the collection or use of your personal information in the following ways:

whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes

if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [email address]

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to [address].

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.