



MUSIC FOR YOUR GRANDPARENTS FESTIVAL

A BENEFIT FOR CITYWIDE MEALS ON WHEELS

SEE US ON OUR WEBSITE AT

<https://www.marynell2.github.io/mmp200>

Festival Design by Mary Nell Hawk

Creative Brief

MUSIC FOR YOUR GRANDPARENTS FESTIVAL

A Benefit for Citywide Meals on Wheels

Event Concept and Design by Mary Nell Hawk
September 2017

About the festival:

To celebrate and sustain the elderly around us, and to recognize the universal love of music amongst people of all ages, a fabulous lineup of today's most recognized musicians / groups will assemble to perform their renditions of music loved by an earlier generation.

Younger New Yorkers will be offered reduced ticket prices in exchange for accompanying one or two grandparents for a spectacular afternoon at Central Park's historic Rumsey Playfield.

A never-seen-before mixture of great artists and songs spanning several generations, the festival is expected to draw a capacity audience of 5,000 New Yorkers of all ages, along with plenty of summer tourists in the city from the U.S. and beyond.

Rumsey Playfield is a concert venue and bandshell situated in the southeastern quadrant of Central Park, New York City. Located southwest of the intersection of Terrace and East Drives, it is also known as 'the SummerStage' for a series of free summer concerts involving local and national talent. Capacity is 5,000 spectators.

<https://cityparksfoundation.org/wp-content/uploads/2014/01/2014-Venue-Package-Rumsey-Playfield.pdf>

The event is envisioned for Thurs June 21, 2019 giving organizers two years to excite, engage, and promote the widest and best lineup of performers, for an afternoon Festival that will bring the generations together, and garner significant news coverage.

Festival hours will be dawn to dusk on June 21 (the longest day of the year), so that seniors can be home by dark! Audience will be limited to age 18 and up.

Website tag line might be:

They gave you treats and hugs, now it's payback time!
Listen with them to live music of their generation
Performed in new ways by today's most awesome artists!

A Benefit for Citywide Meals on Wheels

Seating will be available for all, the event will be wheelchair friendly, and amplification headphones would be loaned upon request

Tickets \$50 per single person

Bring a grandparent: \$20 each = \$40

Bring two grandparents: \$10 each= \$30

I.D.s will be required along with tickets for admission

All profits will be contributed to Meals on Wheels – many of the musicians and organizers are also volunteering their time and talent! The use of live videos of the performances will be syndicated with profits also benefiting Citywide Meals on Wheels

A little known fact is that 34% of the elderly in Manhattan live below the poverty line. Your contributions to Citywide Meals on Wheels provides a continuous lifeline of nutritious food and human company to homebound elderly New Yorkers in need, helping them to live with dignity in their own familiar homes and communities. Citymeals helps to locate these older adults and connect them to nutritious meals and friends who care.

Purpose of the Website

Once a core group of performers is confirmed, a responsive website linked to a diverse variety of social media will be set up to sell tickets, and to promote the concert, the performers, and the cause. The website will give concert-goers a clear idea of what to expect at the event. The website may also become a vehicle for motivating performers to join the lineup, and for disseminating information about a serious lack of healthy nutrition for the city's population of seniors.

To make purchases easier, tickets can be purchased on the website. Also, a wheelchair section can be reserved for grandparents and companion(s), and arrangements can be made for assistive listening devices if needed. Emphasis would be on ease of navigation.

The target audience of the website is young adults who would see the site and be convinced that bringing a grandparent to such an event would be safe, and very fun and worthwhile to all involved. Larger font sizes privilege the fact that large numbers of New York elderly use computers and would also be on the website.

Visual style would utilize brighter summertime colors to emphasize that this will be a daytime festival. However, the blend graphics where images of artists of past generations run into ones from today, may be in black and white to add a feeling of the darkness involved in a nighttime concert venue.

Videos of the live events would also be available to the website for a short time to continue traffic to the site, before they go into syndication. Use of the videos would continue to spotlight the mission of the charity, healthy nutrition and quality of life for elderly New Yorkers.

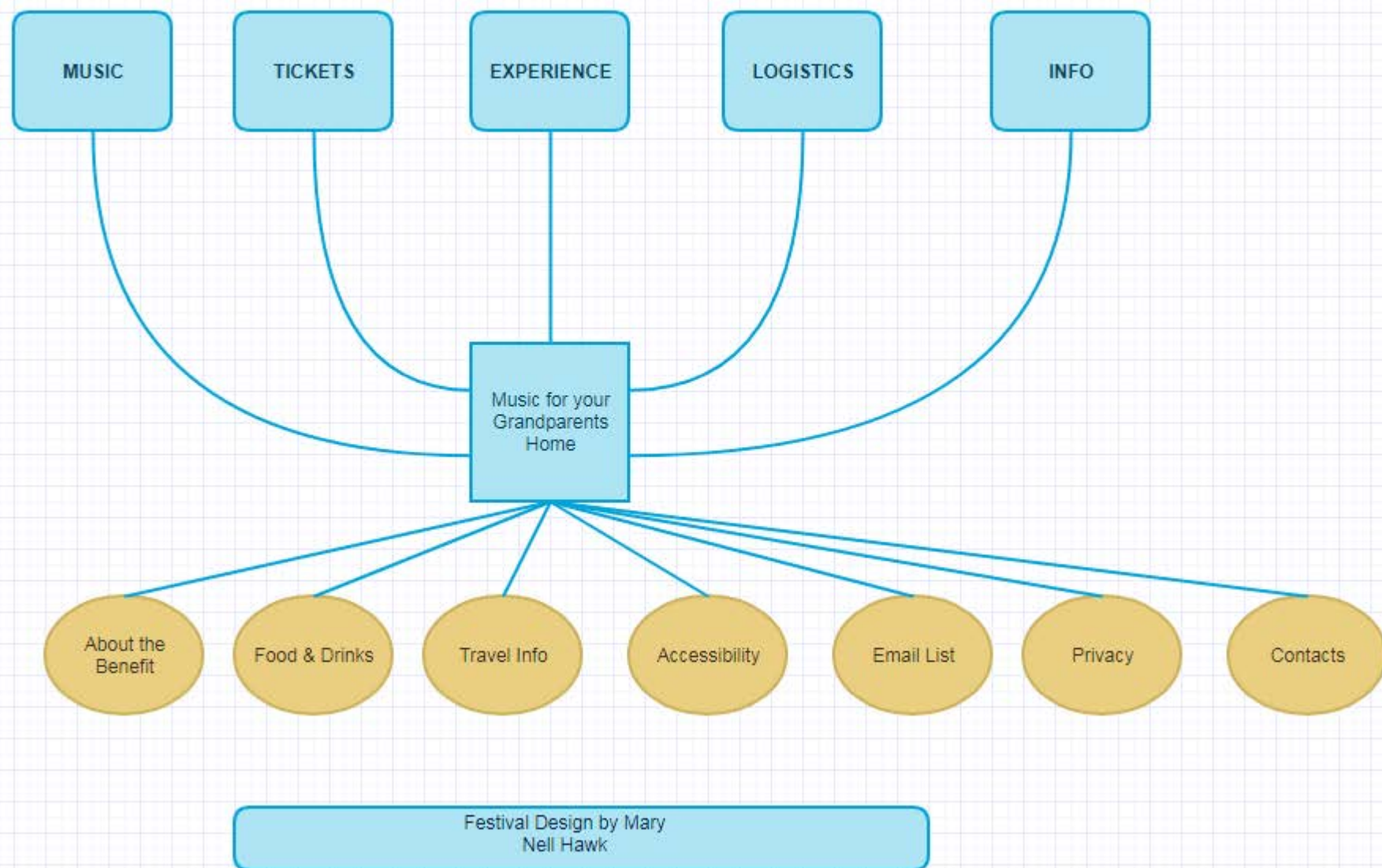
Demographics for a Concert in 2019:

18 year-olds at the concert would have been born (on average) in 2001
Their parents (on average) may have been born 1981
Grandparents born in 1961 listened to the music of 70's – mid 80's

The goal is a 100% sellout of the 5,000 seats, great entertainment value, and maximum benefit to the charity, plus positive and lasting exposure for the performers.

Possible performance combinations:

The Twist - Chubby Checker. BRUCE SPRINGSTEIN
Big Girls Don't Cry - Frankie Valli & The Four Seasons. BARRY GIBB
I'm a Believer - The Monkeys. KENNY CHASEY
I Wanna Hold Your Hand -The Beatles. SADE
I heard it Through the Grapevine - Marvin Gaye. ADELE
Janis Joplin. BOBBY MCGEE. MELISSA ETHRIDGE
Ray Charles. GEORGIA. LADY GAGA
Joni Mitchell. FREE MAN IN PARIS. SUSAN BOYLE
Honky Tonk Women - Rolling Stones. PINK
(Sittin' On)The Dock of the Bay - Otis Redding. CHER
Jackson Five - ONE MORE CHANCE. WILSON PHILLIPS
Patty LaBelle - ON MY OWN. WITH ELTON JOHN & TINA TURNER
Stayin' Alive - Bee Gees. PET SHOP BOYS
Hot Stuff - Donna Summer, 1979. DOLLY PARTON
Michael Jackson - THE WALL. ADAM LEVINE
Killing Me Softly - Roberta Flack, 1973. ADRIANA GRANDE
"Let's Get It On" - Marvin Gaye, 1973. GAY MANS CHIOR.



A BENEFIT FOR CITYWIDE MEALS ON WHEELS

Rumsey Playfield - Central Park - NYC

② Contemporary Rendition

Artist Name

Smaller font text about
the Event

Footer Links :

Privacy

Event Design
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"Logistics" connects to pages re: Eldercare Issues
Note: Top menu connects to Festival, Purpose,
Ticket Packages, Lineup, and Experience

[music](#)[tickets](#)[experience](#)[logistics](#)[info](#)

MUSIC FOR YOUR GRANDPARENTS FESTIVAL!



JUNE 21, 2019 @ 2pm
RUMSEY PLAYFIELD - CENTRAL PARK - NYC

BRING THEM TO SEE TODAY'S MOST FAMOUS MUSICIANS / GROUPS
PERFORMING NEW TAKES ON THE BEST MUSIC OF AN EARLIER GENERATION!

For your enjoyment!

Ariana Grande sings
Patty LaBelle!
Justin Timberlake does
Michael Jackson!
Madonna does Janice Joplin!
Sia sings Joni Mitchell!
Justin Bieber does the
Monkees!
Bruce Springsteen does
Chubby Checker!



Seating for Grandparents and companions!
Ticket packages
Single: \$50
Bring a Grandparent \$20 each
Bring two grandparents \$10 each!

A BENEFIT FOR CITYWIDE MEALS ON WHEELS

[about the benefit](#)[food & drinks](#)[travel info](#)[accessibility](#)[email list](#)[privacy](#)[contacts](#)

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Justin Bieber does the
Monkees !

Bruce Springsteen does
Chubby Checker !

Beyonce sings Donna
Summer !



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and their companions!**

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**THANK YOU FOR YOUR
INTEREST!**

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