

Rock The Bank: Blair Gilley & Friends' Concert for the Greater Baton Rouge Food Bank

Inaugural Charity Event Slated for December 22 at the Varsity Theatre in Baton Rouge

November 28, 2016 (Nashville, TN): On December 22, Baton Rouge, Louisiana native and professional musician Blair Gilley will host a benefit concert to support the Greater Baton Rouge Food Bank. His band January Noise will perform, along with David Borne' and other local talent. The show begins at 8:00 PM.

Tickets are \$10 with all proceeds going to the Food Bank, which sustained major damage in the August flooding. More than four feet of floodwater gushed into the food bank's 170,000 square-foot facility, leading to devastating losses of food.

"We lost everything—including our computers, office furniture, all but one truck, all warehouse equipment, and more than 575,000 pounds of purchased and donated food," says Michael G. Manning, President and CEO of the Greater Baton Rouge Food Bank. "Despite the challenges we have faced, the Greater Baton Rouge Food Bank has been blessed by generous donations and volunteers who have helped us continue serving the community. The Rock the Bank: Blair Gilley & Friends' Concert is a great, creative way to raise awareness of the issue of hunger and to support our efforts to fight hunger in our 11-parish service area."

Gilley hopes the concert will become an annual event to benefit the region. "The Greater Baton Rouge Food Bank can provide four meals for every \$1, so each attendee's \$10 ticket will be directly providing 40 meals for families in need," Gilley says. He hopes to generate enough profit between ticket sales, proceeds from the bar, a raffle and silent auction of items from local businesses to provide over 30,000 meals. He also plans to reach out to local businesses before the concert to make donations directly to the food bank through a link set up on their website for Rock The Bank. "We want to raise as much money as we can & help out the food bank as much as possible."

He approached The Varsity Theatre because of a lifelong appreciation of the venue. "My love for this place and its commitment to continue promoting live music in Baton Rouge runs deep," he says. "Helping others is something that is close to my heart. I've been blessed to play music for a living and this is my way to say thanks and give back to help those truly in need," Gilley continues. "My relationship with The Varsity Theatre goes all the way back to when I was a child. I used to pass by and stare at the Marquee, in awe of all the acts that were coming. When I was old enough to get in, I saw every band possible and met everyone I could. The area behind the Varsity where the bands would come out was magical to me. Years later, I got to open up for many of those bands, including several opening slots for hometown heroes Better Than Ezra and Cowboy Mouth. Then we followed that by headlining our own shows at The Varsity."

Several local businesses have already stepped up to support the event, including Mackey/ Daigle Companies, J. Rivet Construction, Bridal Boutique, Bite and Booze, B&G Construction, Mann Marketing, Louisiana Nursery, Gilley's Gallery and Fuse Media. Gilley hopes even more will join in. "The Varsity shares our commitment to helping those in need and has helped greatly in making this event a reality," Gilley says. "We're hoping to cover all remaining hard costs with sponsorships from businesses so that 100% of every dollar raised can benefit families in need."

Additionally, Gilley has committed to providing tickets at no costs to families in need. "I was very fortunate to grow up in a family that could support my love of live music," he says. "If anyone in the Baton Rouge area wants to come to this show but cannot afford the \$10 ticket, please send us a message on Facebook. I'll make sure you and your family can participate in the night's celebration at no cost."

For more information about the event, visit: www.facebook.com/blairgilleychristmascharity. Tickets are available at VarsityTheatre.com. Visit bfoodbank.org/rockthebank to make a donation and learn more about the Greater Baton Rouge Food Bank and its mission.

ABOUT BLAIR GILLEY:

Blair Gilley is a singer, songwriter, producer and guitar player currently residing in Nashville, TN. He grew up in Baton Rouge and played in many local bands before moving to Atlanta, GA, to further his music career. There he formed Field Day & GoodNight City with band member and Plaquemine, LA, native Dax McCall. The pair later moved to Nashville, TN, and formed Flight Case For Sushi. The band got noticed by pop icon Akon and went on to sign a record deal with his label and Interscope records. When that came to an end, Gilley launched his solo career. He also began working with other artists in the studio and on stage. As a solo artist, he has released two EPs and a full length album. In 2014, he toured the country playing guitar for pop-country act Chase Rice. He then went on to form his current band, January Noise. Blair also owns a recording and visual audio company called BG Entertainment. When not on the road or in the studio, he spends most of his time with his three-year-old daughter, Olivia Blaire, and his wife Robin.

www.blairgilley.com

www.facebook.com/januarynoise

ABOUT THE GREATER BATON ROUGE FOOD BANK:

In 2015, The Greater Baton Rouge Food Bank distributed more than 8.7 million meals to the hungry in its 11-parish service area. It also provided food to more than 115 charitable agencies. More than 2,500 volunteers donate time; that's the equivalent of more than 13 full-time employees. The organization's mission is to feed the hungry in Baton Rouge and surrounding parishes by providing food and educational outreach through faith-based and other community partners.