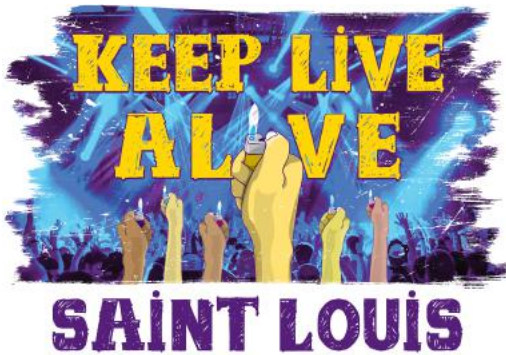


# FREE Video Special to feature **SAMMY HAGAR,** **KEVIN CRONIN** of **REO SPEEDWAGON** and many more! Premieres Friday, March 12, 2021 - 7PM (CT)



**St. Louis, MO** – *KEEP LIVE ALIVE SAINT LOUIS* is a 90-minute entertainment special produced by the **St. Louis Classic Rock Preservation Society** to raise money for people unemployed or laid off due to the COVID-19 pandemic who work in the live entertainment industry in the St. Louis region.

St. Louis Classic Rock Preservation Society is a 501 (c) (3) charitable organization dedicated "to preserve, promote, and honor St. Louis' unique classic rock heritage and its place in music and pop culture history."

When the pandemic hit, the live entertainment business was the first to close down and will be one of the last to reopen. Key venues in the St. Louis region went dark overnight, including The Fabulous Fox Theatre, The MUNY, The Pageant, Hollywood Casino Amphitheatre, Enterprise Center, The Sheldon Concert Hall — the list goes on and on, all the way to the countless small local clubs and theaters.

With no income being generated from live events, most venues had no choice but to layoff the majority of their staffs. Overnight many dedicated professionals lost their livelihood.

Media partner of the project is Hubbard Broadcasting (**KSHE-95, 106.5 The Arch, 92.3 WIL, and 105.7 The Point**). Not only have Hubbard's four music stations committed promotional support, but their key on-air personalities will co-host the video special.

*KEEP LIVE ALIVE SAINT LOUIS*, the streaming video, will premiere the weekend of Friday, March 12 - 7:00 PM (CT). Links to the special will be on the participating Hubbard radio station websites and at [KeepLiveAliveSTL.org](http://KeepLiveAliveSTL.org).

*KEEP LIVE ALIVE SAINT LOUIS* will include appearances and performances by national and local musicians and personalities, including **SAMMY HAGAR, KEVIN CRONIN** (REO SPEEDWAGON), **PAT and DANNY LISTON** (MAMA'S PRIDE), **STAN KIPPER, ROLAND JOHNSON, MICHAEL 'SUPE' GRANDA** (OZARK MOUNTAIN DAREDEVILS), **LADY J HUSTON, BELL DARRIS**, country recording artists **LINDSAY ELL** and **ALEXANDRA KAY** along with **BONNIE BRAMLETT** (DELANEY & BONNIE). Also joining the show will be comedians **PAULA POUNDSTONE, GREG WARREN**, and **JOE MARLOTTI** with radio personalities **MARK KLOSE, LAUREN 'LERN' ELWELL**, and **FAVAZZ** from KSHE-95, **RIZZUTO** and **LUX** from 105.7 The Point, **MASON & REMY** and **KASEY** from 92.3 WIL, and **COURTNEY LANDRUM** and **DONNY FANDANGO** from 106.5 The Arch and 105.7 The Point.

**Ron Stevens**, Co-Executive Producer and Director of the special said “I’ve never witnessed such enthusiasm and dedication from so many talented people to deliver a great show for St. Louis. Their passion is what will make this 90-minute video special a very memorable event for all of us.”

Helping the videographer duties is Co-Executive Producer **Jack Twesten**, who teamed up with Ron Stevens to produce the highly successful documentary, *Never Say Goodbye: The KSHE Documentary*. Jack said “One of the nice things about having **Weber Chevrolet** as an underwriter of the special is that we have been able to hire a lot of the people that have been most affected by layoffs for our location and studio filming.”

Co-Executive Producer, **Greg Hagglund**, who has spent the last 35 years producing and promoting live events across the globe said, “I have really enjoyed working on this project. Knowing a lot of the people personally that have been affected by the pandemic has left a marked impression on me. It’s a reminder of how many people work behind the scenes to produce a successful live concert or special event.”

**Media Files**    **Master Photo File**                      **Videos, Photos and Logo**

*KEEP LIVE ALIVE SAINT LOUIS* welcomes any inquiries from local businesses that would like to participate in the underwriting of the video special program.

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Our Mission: - Knowing the importance of live entertainment to our culture and society, the mission of **Keep Live Alive Saint Louis** is to raise awareness of the financial needs of professionals in the live entertainment industry due to the COVID-19 pandemic. Raising awareness through advocacy, fundraising and the sharing of information, **Saint Louis Classic Rock Preservation Society** and **Keep Live Alive Saint Louis** seek to encourage those professionals to help them return to their careers in the Saint Louis region.