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Anonymous Donor Challenges Freight & Salvage Coffeehouse With \$1 Million Dollar Matching Gift

Funds will Help Folk Music Nonprofit Complete Construction of its New Home in 2009

BERKELEY, Calif., July 14, 2008 – An anonymous supporter of the [Freight & Salvage Coffeehouse](#) has issued a challenge: If the nonprofit folk music club can raise \$2 million, the supporter will donate the additional \$1 million that the organization needs to complete construction of its [new 18,000-square-foot green performance and teaching facility](#) in downtown Berkeley.

Freight & Salvage Executive Director Steve Baker praised the donor's foresight, and said the challenge sends a valuable message to the community about the importance of its support for the Freight's new home project.

"This challenge is a tremendous vote of confidence from one of our very generous supporters who understands our vision for the new home as a place to bring traditional music – folk and roots music – to a broader audience, enriching the community's awareness and understanding of our vital musical heritage. This commitment presents us with an extraordinary opportunity and all of us at the Freight are deeply grateful," Baker said.

"Now we're asking our community of supporters, and, indeed, all of those who love folk and roots music, to help us meet this challenge. We need to raise \$2 million. If we do this, we'll receive the challenge amount and have all the funds we need to complete the construction," he added. "The community's support is absolutely essential now to ensure we can open the doors to our new home in less than a year."

The Freight's new home at 2020 Addison Street will have a 440-seat listening room (double the capacity of its existing room), state-of-the-art sound provided by Berkeley's [Meyer Sound](#), six classrooms, a 50-seat music lounge, a café, and a retail music outlet. The organization is also planning to maintain a folk music resource center with books, photographs, recordings, videos, and club memorabilia.

The all-ages, family-friendly operation, which is currently celebrating its 40th Anniversary, plans to expand its music education program, offering more workshops, lessons, and master classes. The Freight will host student field trips for daytime performances, send musicians into school classrooms, and offer instruction to adults and children in a variety of instruments, including guitar, fiddle, mandolin, and banjo. The new facility will also afford opportunities for local and touring musicians to conduct workshops and participate in lectures and symposia.

The Freight began the construction phase of the \$11.3 million project at the beginning of this year and plans to open the doors to its new facility in 2009. The nonprofit organization's New Home Committee, co-chaired by musician and Freight board member Danny Carnahan and investor Warren Hellman, the force behind the Hardly Strictly Bluegrass festival, is leading fund-raising efforts. In addition to the \$1 million challenge, the organization has raised \$8.3 million, including \$1 million from The William and Flora Hewlett Foundation and \$1.161 million from the California Cultural and Historical Endowment. Individual donors, plus generous support from the Northern California Community Loan Fund and the City of Berkeley, comprise the balance of support.

There are opportunities for the community to support the Freight at every level of giving. For information or to make a donation, please contact the Freight's development office at 510-848-2112 or susan@freightandsalvage.org.

About the Freight's New Home

The Freight is in the vanguard of Berkeley's citywide green building efforts to site, design, construct, and operate facilities that enhance their occupants' well-being and minimize negative impacts on the community and natural environment. The project team is following rigorous guidelines for achieving a gold [LEED](#) (Leadership in Energy and Environmental Design) rating. The LEED certification program, administered by the U. S. Green Building Council, provides the nationally accepted benchmarks for high performance green building projects.

The Freight's new building is on the site of the former Stadium Garage auto repair shop. During the early stages of the project, the folk music club completed the environmental cleanup of the property. The design of Berkeley-based architectural firm [Marcy Wong and Donn Logan](#) preserves the character of the original structure by retaining its façade and adjoining interior space and recycling much of the older building's wooden support columns and trusses in the construction of the new performance space and lobby.

The project includes construction of Berkeley's first living roof. This roof, covered in turf, flowers, and grasses, will provide an exceptionally high level of insulation, resulting in major

reductions in energy consumption and operating and maintenance costs through the life of the building.

From the Addison Street entrance, Freight patrons will enter a café and lobby space that will double as an informal performance lounge. Beyond the lobby, the main listening room will feature an open, steel-truss roof. Designed to maintain the Freight's welcoming, intimate atmosphere, this room offers flexible seating options. Meyer Sound of Berkeley, which manufactures professional audio equipment, is providing new state-of-the-art sound. The facility will have a mezzanine with classrooms and offices.

The Freight & Salvage's new home is located in Berkeley's Downtown Arts District, directly across Addison Street from the Berkeley Repertory Theatre and a few doors away from the Aurora Theatre, the JazzSchool, and the East Bay Media Center. The new facility is one block from the downtown Berkeley BART station and AC Transit stops. Within two blocks are the University of California, Berkeley City College, and Berkeley High School. The Judah L. Magnes Museum and the university's Berkeley Art Museum/Pacific Film Archives are also developing facilities in the district.

A Little Freight History

Nancy Owens founded the club in 1968, tacking on the words "Coffee House" to the "Freight & Salvage" sign of the used furniture store that occupied the original location. Owens initially intended the Freight to be an informal salon at which people could gather and socialize, but as musicians began asking to perform, music soon became the focal point.

During the last 40 years, the [Freight & Salvage](#) has become a world-famous venue for folk, Americana, bluegrass, Celtic, blues, jazz, and Hawaiian music, and also presents a rich and diverse program of world music. Ramblin' Jack Elliott, Odetta, Alison Krauss, Ralph Stanley & the Clinch Mountain Boys, David Grisman, Alvin Youngblood Hart, David Bromberg, Dave Alvin, Dar Williams, Nickel Creek, the Persuasions, and R. Crumb and the Cheap Suit Serenaders are just a few of the artists who have performed at the Freight.

The Freight formally incorporated as the nonprofit Berkeley Society for the Preservation of Traditional Music in 1983. With steadily growing audiences, a revitalized demand for folk and roots music, and a need for educational programming, the Freight's staff and board of directors began making plans in 1999 to build a new home. With help from the City of Berkeley and the Freight's friends and supporters, the nonprofit organization purchased the downtown property in 2000.

For more information, please contact Jean Shirk at 510-547-8248 or email jeanshirk@freightandsalvage.org, or visit <http://www.freightandsalvage.org/press>.