

HUMANITARIAN AID: PRODUCER/DIRECTOR

A violent tornado wiped out the downtown area of Clarksville, TN. Created an event to raise funds to contribute to aid for a local church. Within ten days, produced an all day, twenty-two artist concert with silent auction. Arranged and held press conference in Clarksville, all media outlets were present at the event; Freedom Records employees assisted in the effort.

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CHRISTIAN RETAILING

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MUSIC AND VIDEOS 17

Artists Raise Money for Tornado Victims

Nineteen Christian Music artists participated in the **BENEFIT** Brother's Keeper Benefit Concert to help raise money to rebuild the city of Clarksville, Tenn., devastated by a tornado in late January.

Freedom Records/Malaco Christian Distribution organized the all-day event at Christ Presbyterian Church of Nashville. More than \$3,000 was raised by the 250 people in attendance.



Jeni Varnadeau with a fan

CDs, videos, tapes, posters, autographed pictures and books for use in a silent auction. The concert lineup included Bob Carlisle, Billy and Sara Gaines, Chris Rodriguez, The Normals, Will McFarlane, Ashley Cleveland, Identical Strangers, Paul Overstreet, Sarah Masen, Jeni Varnadeau, Jamie Slocum, Redline, The Southern Brothers, Tony Goodwin, Rachel Klewler, Widget, the Jeffrey David Band and

Johnny B & The Freedom Kids.

"Just as our hearts sank at hearing the news and viewing the footage of the tornado devastation in Clarksville, so encouragement wells up at efforts like the Brother's Keeper concert," said Gospel Music Association Chaplain Darrell Harris.

Damage estimates from the tornado are reported to be more than \$72 million.



A church in Clarksville, Tenn., suffered extensive damage from a tornado in late January. The tornado caused an estimated \$72 million in damage.

Retailers and record labels donated



BROTHER'S KEEPER BENEFIT CONCERT

BROTHER'S KEEPER BENEFIT

CONCERT SCHEDULE

BLOCK I

PRELUDE.....	WORSHIP BAND
JOHNNY BARRANCO/TONY GOODWIN.....	EMCEE
RACHEL KLEWER.....	EMBASSY RECORDS
WIDGETT.....	INDEPENDENT
BILLY & SARAH GAINES.....	INDEPENDENT
JOHNNY B & THE FREEDOM KIDS.....	FREEDOM RECORDS
SOUTHERN BROTHERS.....	DAYWIND
REDLINE.....	FREEDOM RECORDS
CHRIS RODRIGUEZ.....	WORD

MUSIC BREAK

- AUCTION ACTION
- DONATION TALLY
- ANNOUNCEMENTS

BLOCK II

THE NORMALS.....	FOREFRONT
WILL MCFARLANE.....	FREEDOM
ASHLEY CLEVELAND.....	CADENCE COMMUNICATIONS
IDENTICAL STRANGERS.....	KMG
PAUL OVERSTREET.....	INDEPENDENT
SARA MASEN.....	RE:THINK
JENI VARNADEAU.....	PAMPLIN
JAMIE SLOCUM.....	FREEDOM
BOB CARLISLE.....	DIADEM

THANK-YOU VERY MUCH FOR YOUR ATTENDANCE AND GENEROUS CONTRIBUTION.

TO THE CITIZENS OF CLARKSVILLE: IT WAS OUR PLEASURE TO MAKE THIS SMALL CONTRIBUTION TO YOU AND YOUR COMMUNITY. MAY GOD BLESS YOU AS YOU HEAL FROM THE DEVASTATING IMPACT THE TORNADO HAS MADE UPON YOUR LIVES.

February 20, 1999



Thursday
February 18, 1999

LIVING

★ First Bi
★ Spring I
★ Comics
★ Credit F

Banding together

Christian groups gather to help tornado victims

By DAVE LAVENDER
Of The Leaf-Chronicle Staff

Rachel Kliewer, a new Bohemian looking acoustic folk/gospel artist out of California, knew she was getting a cool gig playing at Nashville's hip Christian coffeehouse, Jammin' Java.

She did not know she would get to play an even bigger gig that was whipped together quickly after Clarksville's tornado.

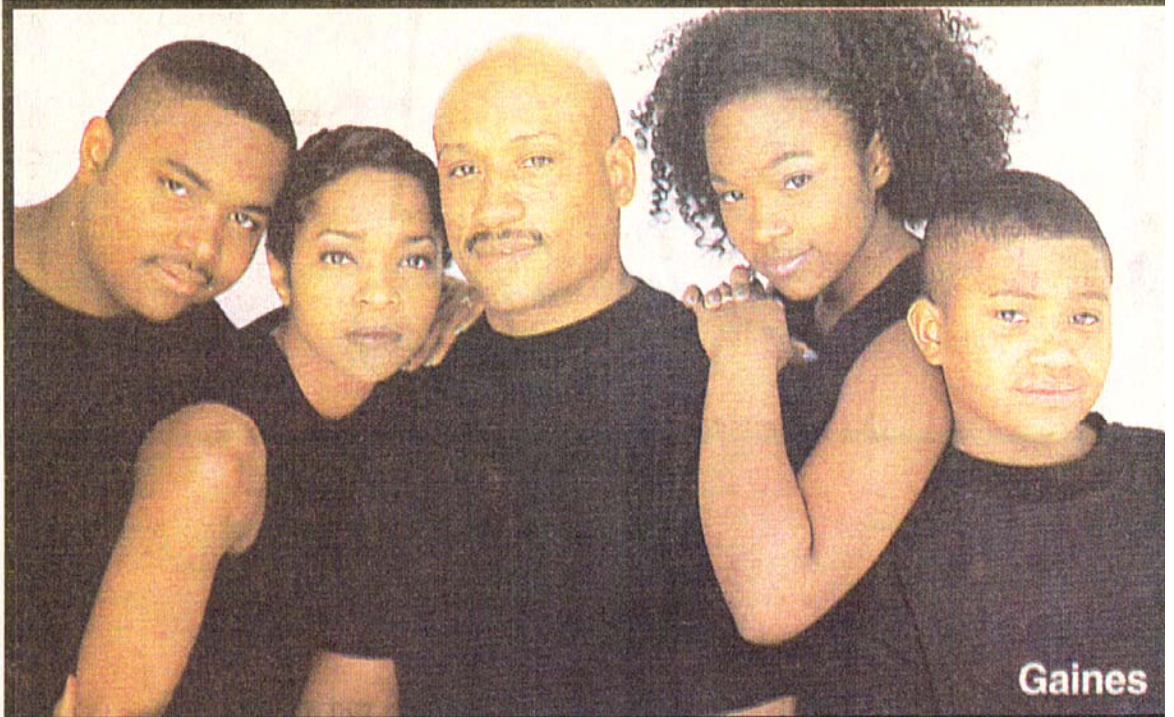
When Jammin' Java owner, David Asch, who also owns Freedom Records, asked her if she wanted to join at least 15 other Christian artists from 10 different record labels for a Clarksville fund-raiser on Saturday, she did not hesitate — even though she doesn't know Clarksville from Clarksdale.

"I think it is cool that so many artists can get together in this situation," said Kliewer. "People need some hope in this situation. They need to know that God is there."

He certainly will not be alone Saturday.

Organized by the small, independent Christian label Freedom, the Brother's Keeper Benefit Concert for Clarksville features the heart and musical muscle of a burgeoning and musically diverse Christian

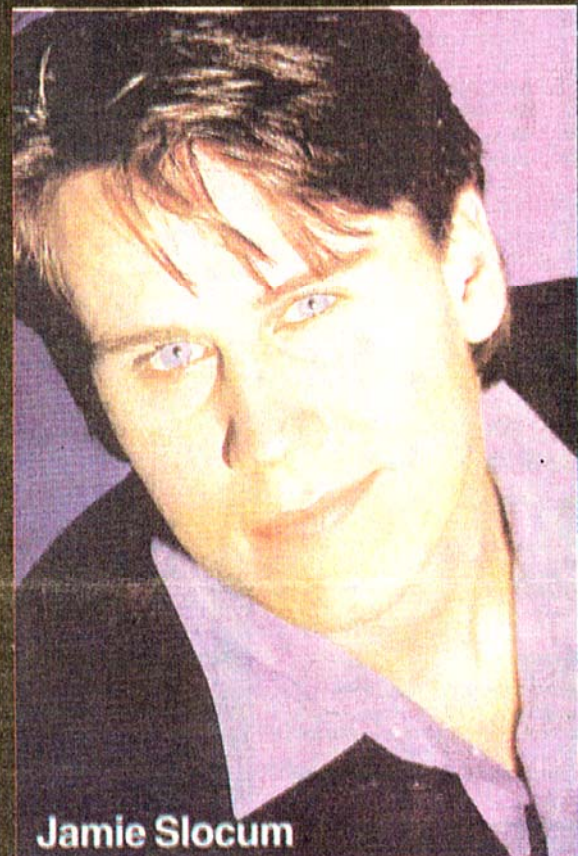
► See Concert, D3



Gaines



Jeni Varnadeau



Jamie Slocum



Thursday
February 18, 1999

LIVING

★ First Bi
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★ Credit F

Concert

Continued from page D1

artist base in Nashville.

Booked for the daylong concert, which runs from noon to 9 p.m. at Christ Presbyterian Church, 2323 Old Hickory Blvd., Nashville, is Bob Carlisle (of "Butterfly Kisses" fame), accomplished country and Christian singer/songwriter Paul Overstreet (whose song credits includes Randy Travis' "Forever and Ever, Amen"), and a wealth of young, contemporary Christian acts including Jeni Varnadeau (who holds the No. 2 Christian rock single), Ashley Cleveland (whose has a Grammy to her credits), The Normals, Jamie Slocum (a 1997 Dove Award nominee), Billy and Sarah Gaines, Redline, Identical Strangers, Will McFarlane, and many other surprise guests.

Jenny Rogers, publicity director for Freedom Records, said she felt

"The morning after the tornado I got the Saturday front page and it just looked so bad," Rogers said. "I just felt inspired. When it was on the front page Sunday, Monday and Tuesday, I knew we needed to something to help. I am very grateful that I work at a place that allowed me the freedom to investigate it."

Rogers said initially, before they nailed down a good, solid venue, the mega show seemed far-fetched to many.

"Everybody really pitched in," she said of her half dozen co-workers at Freedom Records. "Everybody believed in the idea but it seemed like too big of an idea. You got to believe in the impossible."

By Feb. 3 they had a venue and began reeling in a good diverse lineup.

Organizing a concert with artists from multiple labels in the Christian music industry within 13 working days sounded impossible, but no one said no.

"I have learned that people are willing to pitch in and help," said Rogers. "We are calling it the Brothers Keeper concert because we really are meant to be our brother's keeper. When disaster strikes you only have your family, your friends and your neighbors."

Brian Mason, host of a self-titled Sunday morning Contemporary Christian music show on Mix 92.9 for the past 19 years, was one of the first folks to jump onboard.

For his Feb. 14 show, he gathered a stellar Sunday morning crew of artists: Varnadeau, Carlisle and Slocum as well as Rogers for his show, which airs from 6 to 10 a.m. each Sunday.

Mason said after seeing the devastation on TV, it was an e-mail from Rogers, who he did not know, that prompted him to help out.

"As soon as I heard the rumor about this concert taking place I immediately jumped on it," Mason said. "When catching the devastation that Friday morning when the sun was coming up. My immediate thought was we need to do something. The Christian

Clarksville churches that were damaged. For information on how to help, or about the show, call (615) 595-6601.

community and the Nashville community needs to be part of the restoration."

They are using Matthew 25:40 as a rallying point: "... Whatever you did for the one of the least of these brothers of mine, you did for me."

Many local corporations donated food and other items and the Christian music industry, which encompasses many genres of music from pop, rap and alternative rock to country and traditional Southern gospel, opened up and flooded Rogers by donating artists or their product, which will be sold at a silent auction at the mammoth Christ Presbyterian Church, which seats more than 2,000 people.

Money raised will be donated to the City of Clarksville Relief Fund and the Trinity Episcopal Church in Clarksville. Donations will be divided between the residents of the city and the churches that were damaged or destroyed during the tornado.

Kliwer said the super-sized bill will be a far cry from her usual small coffeehouse and church congregation performances.

"The coolest thing to me is that it is not focused on any one person or the reputation of one person," Kliwer said. "It is people getting together to praise God just for being alive. Even though they may not have material things, it really brings about what is important and what life is really all about."

Varnadeau, who has the current No. 2 single "I Need You" on the Christian Rock charts, said she too signed up for the show after finding out about it from Asch.

"It is something tangible that I can do," said Varnadeau, whose label Pamplin Records, is based in Portland, Ore. "Sometimes it is hard to find things that match with your gifts and talents to be able to help in a practical way. Hopefully, what I am doing will help people. That is why I am a Christian."