



#OVERFLO
Wilmington, NC

Benefit Concert Set: Schedule Released, O2 Fitness and Other Businesses to Sponsor

Wilmington, NC – A free benefit concert is set for Saturday, October 20th with proceeds being donated to help people affected by Hurricane Florence. Crafted as part of the OverFlo campaign, organizers have revealed the sponsors, the band line up and another beneficiary of the campaign.

The concert will be from noon to 8pm at the public parking lot at the corner of Market and 2nd Streets. The event will include family activities, a kid’s zone, a merchandise tent and regional and local bands. O2 Fitness has signed on as the Presenting Sponsor and has also pledged to donate \$25 from any new member joining one of their five Wilmington locations from October 15 – 28, 2018. O2 Fitness Founder and CEO, Michael Olander Jr, will match all donations up to \$7,500 raised at O2 Fitness during the two-week period. Front Street Brewery and Coastal Select Properties are Gold Sponsors for the event.

The activities are free but donations at the door are suggested. Beer and wine will be available with proper identification. Coolers, pets and outside food or beverages are prohibited.

“O2 Fitness is thrilled to be a part of the OverFlo benefit concert and campaign,” said Justin Mascho, Wilmington Area Director. “We are honored to serve Wilmington’s health and wellness needs and we hope this event will help pull the community together for fun and healing while also raising money for organizations that are helping storm victims,” he said.

The concert line-up includes five bands playing a mix of genres and styles. Regional favorites Jim Quick and Coastline will bring beach music to the event. The closing band features a Wilmington-based tribute band playing Beatles music that spans their entire catalogue. Indy rock and high-energy 50’s-style rock and roll are also on the bill. The current schedule includes:

Phantom Playboys (rockabilly): noon to 1:00
The Ratchet Brothers (surfgarageabilly): 1:30 to 2:30
Jim Quick and Coastline (beach music): 3:00 to 4:30
Onward, Solders (indy rock): 5:00 to 6:00
The Dung Beatles (rock): 6:30 to 8:00

“This line-up offers a great snapshot of the regional music scene,” said Jason Jackson, member of the OverFlo leadership team and a musician himself. “The bands are all donating their time and talent to this show and we are excited to bring these groups together,” he explained.

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In addition to the concert line-up, location and sponsors, the OverFlo leadership team also added The Harrelson Center as another charity beneficiary. The Harrelson Center is based in Downtown Wilmington and is home to over a dozen social service agencies.

Businesses and individuals interested in sponsoring or supporting the concert or the campaign should visit www.overflowililmington.org. For additional information, phone WDI at 910.763.7349. Organizers have a range of sponsor benefits. The website also identifies all of the charities that will benefit from the effort, although more may be added.

About Wilmington Downtown Incorporated

Wilmington Downtown, Inc. (WDI) is a public-private partnership agency that promotes the economic growth and development of Downtown Wilmington and is a tax exempt 501c3 organization.

Contacts:

Justin Mascho
O2 Fitness
jmascho@o2fitnessclubs.com

Jason Jackson, owner
Jason Jackson Live
jasonjacksonlive@gmail.com
910.471.9509

Ed Wolverton, WDI President & CEO
910.763.7349
Ed@wilmingtondowntown.com

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