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### **COVID-19 Forces the Festival Community to “Make the Fest of It!”**

*If Fans can't come to the Festival, let's bring the Festival to them!*

With the Center for Disease Control and the Executive Branch of the US Government announcing strict guidelines to prevent the spread of the COVID-19, the public is advised to avoid all gatherings of more than 10 people, potentially into the month of August.

It's no secret that as more cancellations of festival events and shows occur in the 2020 season, if we don't rise to the occasion with an alternative plan, these “social distancing” and “stay at home” measures will have an irreversible impact on many business sectors associated with the music and art scene for decades to come.

As a result, we find ourselves between a rock and a hard place where ignoring these guidelines and continuing planning events, could lead to many fans, patrons, and producers becoming infected and sick without any source of health care. Many associated businesses may run the risk of investing in events that don't happen or are greatly under attended. Even worse, is the prospect of ignoring advisories and having fans who show up only later to get sick or die as a result of what would surely be branded the irresponsibility of the festival community after not taking preventative and precautionary measures.

The flip side is that doing nothing and allowing the 2020 festival season to be a total loss will be devastating to hundreds of businesses that depend on these events for most of their annual income. Many vendors may not recover and may have to cease operations after a full season of non-patronage, which must be considered since at this early point of the season several festival events have been cancelled or postponed indefinitely.

There are millions of people who have already retreated to their homes that will have to remain in their communities for the next several months looking for education, news and innovative developments, opportunities for work and interacting, new music, inspiring art, entertainment, and countless ways of expressing themselves through their televisions, computer monitors, tablets and cell phones. So, we are calling on colleagues to act swiftly, intelligently and collectively to collaborate in the design and organization of the transition of the 2020 festival experience from one where thousands of people leave their communities and homes to attend our events elsewhere to one where we deliver much of the festival experience directly to their communities and homes.

Founded to support and facilitate the distribution and production of media dedicated to raising human consciousness, the contributor owned and self-directed cooperative Conscious Universe Productions Inc (*CUProductions*) in conjunction with its sister Foundation and Ministry of Limitless Ideas and Free Environments (*L.I.F.E.*) believes that a large scale cooperative effort is needed to take best advantage of the vital opportunity for the current expansive network of enterprises associated with festival event production to mitigate the negative impact of the Covid-19 crisis on the festival community economy and its enterprises. We are all in this together so our goal should be to benefit as many as possible.

Businesses that have generated followings within festival communities would enormously benefit from being a part of a self-sufficient trade friendly network facilitated through conscious media programs and outlets that will directly deliver a garden variety of products, services, and media content to the homes and the millions of devices used by families, friends, and fans! As social distancing becomes the normal throughout the 2020 season, our captivated market will seek commerce from businesses and individuals they trust and with whom they've developed relationships at different events over the years.

A variety of business sectors will gain from the execution of an expandable enterprise enclave that our community has discussed a need for and dreamed of for so long. Individuals and businesses who usually rely on the many festivals and shows would also gain by the community's conscious and collective effort to generate resources to help ease their economic difficulties resulting from the crisis. If there was ever a time that a project like this is needed, that time is now! So, join us in this effort and let's "Make the Fest of It!"

The "Make the Fest of It" Do-It-At-Home Festival Campaign seeks to secure human effort, material assets and fiscal resources cooperatively contributed from festival related businesses, fans, and friends of the festival community that will be used to direct and produce monthly music and arts entertainment events scheduled to be delivered through social media and other streaming apps on thousands of devices along with physically delivered packaged products and access to services necessary for participants to facilitate a customized small group experience in their personal spaces. Businesses and entrepreneurs of all types and sizes from every sector of festival production are invited to join this collaborative venture to assist in the initial organization and decision-making processes as the campaign effort develops. Through resource contribution, sponsorship and crowdfunding, we will succeed in bringing an impressive array of musicians, visual artists, actors, venues, independent production studios, social media networks, video and music streaming services, local currency, and other enterprises together to bring the most magical vision of the festival experience to our fans as they enjoy the festival experience this 2020 season from the comfort of their own homes and communities.

Let's do it to keep the music and art going, care and concern for fellow workers showing, and the love of the fans flowing!

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To help us "Make the Fest of It" by bringing the festival to the fans, join us at [www.makethefestofit.com](http://www.makethefestofit.com). Visit [www.consciousuniversproductions.com](http://www.consciousuniversproductions.com) to learn about their involvement with the campaign and their TellUrVision<sup>®</sup> media projects and visit the Foundation and Ministry of L.I.F.E. at [www.foundationandministryoflife.org](http://www.foundationandministryoflife.org) to learn more about the Festival Friends Fund collaborative fundraising effort to bring economic relief to the community of festival workers negatively impacted by Covid-19.