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Canadian Musician Craig Cardiff to Hold Livestream Benefitting Channel One Regional Food Bank and Threshold Arts

Rochester, MN – May 11, 2021 Rochester will be joining over one hundred cities in the US and Canada on May 15th in celebration of a new album release by renowned artist Craig Cardiff. All local ticket proceeds from the livestream celebration will benefit Channel One Regional Food Bank and Threshold Arts.

Cardiff is self-described as ‘fan-powered’ and has long been a supporter of social causes, making stops on his tours to raise funds for various arts and advocacy programs. The main difference between his previous tours and the one on May 15th, however, is that the entirety of the upcoming tour is supporting local causes – mainly those nonprofits that have been affected by the COVID-19 pandemic.

“Both Channel One and Threshold Arts are excited to be a part of Craig Cardiff’s tour. It means a lot that an international artist wants to support our community. So many people around the world have been hit hard by the effects of the pandemic – this is just one way we can all recover together,” explained Jessica Sund, Director of Development and Communications at Channel One.

Craig Cardiff will be livestreaming the album release from his home in Ontario. The livestream is part of Cardiff’s ‘Community Impact Tour’ for his new album ‘All This Time Running’ from True North Records.

Tickets to the livestream album release are \$25 each and purchasers will receive a streaming link via e-mail the day before the event. Tickets can be purchased at: www.eventbrite.com/e/craig-cardiff-livestream-album-release-tickets-153992219875

Questions regarding ticket purchases can be e-mailed to admin@craigcardiff.com

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Craig Cardiff is a Canadian folk singer from Waterloo, Ontario. He has released sixteen albums, both live and studio-based since 1997. He has toured North America and Europe. In 2012, Cardiff was nominated for a Juno Award for Roots and Traditional Album of the Year: Solo and for a Canadian Folk Music Award as Contemporary Singer of the Year.

*Preorder the new album 'All This Time Running' from Truenorth Records:
truenorthrecords.com/craigcardiff*

*Follow and listen to Craig:
instagram: @cardiffcraig*

twitter: @craigcardiff

facebook: craigcardiffmusic

***Channel One Regional Food Bank**, a member of Feeding America, strengthens food access and builds healthy communities. Channel One operates food programs to serve local and area needs such as: a food bank, a food shelf, mobile pantries, Childhood Hunger Programs, and the Nutrition Assistance Program for Seniors (NAPS). Channel One Regional Food Bank mobilizes organizations, volunteers, and donors to serve the network of more than 200 nonprofit programs that provide food for children, adults, and families in need. Channel One serves 14 counties across southeastern Minnesota and western Wisconsin. For more information, call 507.287.2350 or visit helpingfeedpeople.org*

***Threshold Arts** is a nonprofit arts organization founded in 2018 with the goal of connecting Southeast Minnesota artists with its community and its visitors at the Castle in downtown Rochester. Its goal is to bring the community together around the arts and they have done so by hosting gallery exhibitions, concerts & performances, community events & artist programs, providing studios & shared workspaces, and offering resources for artists at all stages.*

Now in its third year, Threshold is expanding its reach beyond the Castle's walls to create additional opportunities and support for artists through community partnerships and experiences. Threshold Arts is committed to facilitating programs that use art to highlight the diverse character of the community.