



COME HEAR NORTH CAROLINA BACKGROUNDER

Come Hear North Carolina is a promotional campaign of the North Carolina Department of Natural & Cultural Resources, and the North Carolina Arts Council designed to celebrate North Carolinians groundbreaking contributions to many of America's most important musical genres — blues, bluegrass, jazz, gospel, funk, rock, and everything in-between.

Our goal is to share and promote authentic and compelling stories about music and musicians in North Carolina — especially those that demonstrate our state's influence on American music — with residents and visitors.

WHY:

1. Many North Carolina musicians have made North Carolina music globally appreciated and celebrated, such as:
 - Jazz visionaries John Coltrane, Nina Simone, Thelonious Monk, Billy Taylor, and Max Roach;
 - Banjo and guitar innovators Earl Scruggs and Doc Watson;
 - Piedmont blues greats Elizabeth Cotten, Blind Boy Fuller, and Etta Baker;
 - Gospel titans Reverend Faircloth Barnes and Shirley Caesar;
 - Funk architects Maceo and Melvin Parker, Nat Jones and George Clinton;
 - Rock, pop and country artists Link Wray, Roberta Flack, James Taylor, and Don Gibson, among others;
 - J. Cole, 9th Wonder, and Rapsody in hip-hop;
 - Superchunk, the Avett Brothers, and Sylvan Esso in indie.
2. Nearly 25,000 North Carolinians work in music occupations including musicians and singers, music directors, composers and songwriters, instrument makers, producers, conductors, event and venue promoters, recording engineers and record label owners – enriching our cultural life in addition to adding significantly to North Carolina's economic prosperity.
3. North Carolina created the first state-supported orchestra in the nation, the North Carolina Symphony, which performs 175 annual concerts and events throughout the state. The Blue Ridge Music Trails of North Carolina and the African American Music Trails of Eastern North Carolina are among the first cultural tourism projects that focus on music in the country.

Discover our list of [music-related first and other facts](#) that are the foundation for this great state of music!

KEY COMPONENTS

- Daily posts of North Carolina multimedia music stories at [ComeHearNC.com](#).
- Exclusive monthly live streams of performances.
- Commissioned North Carolina artist pairings.
- Curated "Tiny" concert films.
- North Carolina musician stages at MerleFest, IBMA/Wide Open Bluegrass, NC Folk Festival, and other major festivals around the state.

HOW YOU CAN CONNECT

- Stay connected by signing up for our monthly e-newsletter [here](#).
- Follow us on social for exclusive giveaways and offers and to tell your favorite North Carolina music experience! Remember your LinkedIn connections!
- Tag us! [#ComeHearNC](#) ♦ [#NCArts](#) ♦ [#NCCulture](#)
- Celebrate [Oxford American's 2018 North Carolina Music Issue](#) by attending one or all their events in Raleigh (Nov. 26); Durham, (Nov. 27, free); Charlotte (Nov. 28, free); Charlotte (Nov. 29); Asheville (Nov. 30); Asheville (Dec. 1, free).

MEDIA INQUIRIES

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FOR MORE INFORMATION ON THE PROJECT CONTACT

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