



Media release: Cherry Bar announces Back In Black re-opening plans

Get Cherry Back In Black

Prominent Melbourne venue owner and music promoter, James Young has announced that his famous establishment, Cherry Bar will re-open its doors on June 24, with a maximum capacity of 28 people in its Band Room.

And with this re-launch, comes a new fundraising program designed to help the business get 'Back In Black' and reward loyal punters with 'money can't buy' value.

Cherry Bar's Pozible campaign, launched today, calls upon devotees of Melbourne's rock 'n' roll home to kick in contributions of between \$100 and \$5000 and receive the honour of being immortalised inside the Cherry Bar building at 68 Little Collins St, Melbourne CBD.

Says Young, 'The COVID-19 Pandemic has hit the local live music sector hard. We were the first to be closed and we will be the last to be allowed to re-open.

'For three months now, no income has come in at all, and yet core costs such as rent, insurance, maintenance, etc. continue to roll in.

'Many Melbourne live music venues will never recover from this brutal hit. Some will never return and sadly will never be replaced.

'Cherry Bar has been a fixture of the Melbourne dive bar scene for over 20 years now and we reckon we've divd out a way to guarantee our return and our future, and that solution is... YOU!

'Cherry plans to re-open with a maximum capacity of 28 people in our Band Room from June 24. Obviously, we can't survive on just 28 patrons (our capacity is 260), but we think it's important to create momentum for this re-opening process by being one of the first bars to let punters back in to see live local music.

'To survive the three-month lockdown and income freeze, and to be able to re-open in some form for just 28 punters we are going to need a financial injection.

'And as usual we are not relying on a corporate white knight sponsor or a government hand-out to survive. Cherry Bar is asking for support from the only people who can't afford it and the only people who will give it to us YOU ... our beloved punters.

'We are going to create a permanent lightning bolt-shaped display on a featured wall inside Cherry Bar, made up of a limited number of individual plaques naming and honouring the pledges of support from our giving punters.

'So if you can afford to help Cherry in our time of need, please commit to paying us \$100 each during our two-week Pozible campaign, and in return we will preserve your name on the wall of Cherry Bar, give you and a guest free entry to a 'normal' Cherry gig (pending capacity) and we will also throw in a limited edition Cherry Bar tea towel.

'In addition, we will have one \$5000 "free entry at Cherry plus one for life" ticket and three "free entry at Cherry plus one for a year" tickets.

'It's a big ask. It's a desperate time. We sincerely hope that you can help Cherry Bar survive now and help save rock n roll in this country!

'Get Cherry Back In Black!'

Cherry Bar's opening week line-up and ticket prices will be announced soon via its website and socials:

cherrybar.com.au

facebook.com/cherryacdclane

Supporters of Cherry Bar's 'Back In Black' campaign can go to <https://www.pozible.com/profile/cherry-bar>

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Pozible Contribution Options:

\$100: Name on plaque on Cherry wall. Tix plus one to 'normal' Cherry gig. Cherry tea towel.

\$1000: Free entry 'plus one' to Cherry for one year. Highlighted name on plaque on Cherry wall. Cherry tea towel.

\$5000: Free entry 'plus one' to Cherry forever. Highlighted name on plaque on Cherry wall. Cherry tea towel.

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