

FOR IMMEDIATE PRESS RELEASE

For additional info, please contact:

Elise “Hollywood” Evans, Media Liaison

Tel: 415-218-9299 (510) 541-5135

Email: EliseEvans@CalFireAid.org



John Williams, Fire Aid Media Support

Tel: (415) 218-9299

Email: Info@CalFireAid.org

Fire Aid Benefit Tour Launches Across Northern California Supporting Thousands Devastated By LA Wildfires Many Concerts & Events Planned To Unite Communities Through Music and Purpose Tour To Raise Funds and Awareness to Support Musicians

Valley Spring, CA – May 19, 2025 – [Event City](#) and a coalition of Northern California music, entertainment, and civic leaders proudly announce the launch of **Fire Aid™**, a powerful benefit tour aimed at raising funds and awareness for victims of the devastating [Los Angeles wildfires](#). Kicking off with some pre-summer shows, the multi-city tour will bring together world-class performers and musicians, local heroes, popular regional talent, community leaders, and thousands of compassionate Californians to help those who lost homes and livelihoods in the wake of the catastrophic fires. The Fire Aid tour will take place throughout the year.

The *Fire Aid Benefit Tour* plans to include **8 to 10 events**, featuring **concerts, festivals, family activities, and community drives** in cities throughout [Northern and Central California](#). From Sacramento to the Bakersfield area and beyond, these events will serve as rallying points for support, celebration, and solidarity.

At the heart of Fire Aid is the belief that "*California stands united*" as we support our *Southern California neighbors*. In a historic act of goodwill, Northern California residents and businesses are reaching across long-standing regional lines — including sports and cultural rivalries — to uplift our Los Angeles neighbors in desperate need.

Funds & Fiscal Sponsorship

All proceeds from the Fire Aid tour will benefit **lower-income families, performers, musicians and businesses in Southern California** who were impacted by the fires and lack insurance and resources to rebuild. Funds will be administered through the event's official fiscal sponsors, [Samaritan's Purse](#), a highly respected global relief organization with extensive experience in disaster response and recovery and [Musicares](#) helping humans behind music because "**music gives so much to the world.**" They provide a safety net of critical health and welfare services to the music community and is a monumental support entity throughout the area.

How to Support

Fire Aid is currently seeking:

- **Sponsors of all types** (cash and in-kind contributions)
- **Venues and Volunteers**
- **Vendors & Exhibitors**
- **Local Performers & National Talent**

- **Community Partners**

Sponsorship packages are available at levels ranging from \$2,500 to \$100,000, offering brand visibility, community goodwill, and direct impact on relief efforts. Special recognition will be given to sponsors who help kick off the first leg of the tour.

For ticketing and digital engagement, Fire Aid has partnered with **WOWTixs**, a digital platform that enables tracking of ticket sales through unique codes for performing talent and partners.

Quotable

"Fire Aid is more than a concert series – it's a movement. We're showing what it means to be Californians — we come together, no matter our differences, when it matters most," said Nolan Apostle, spokesperson for Fire Aid and founder of Event City.

“Through music, Fire Aid™ seeks to unify California citizens together in the face of adversity, demonstrating compassion and resilience in order to create a better and brighter future for all Californians,” organization statement.

Upcoming Locations & Dates

Preliminary locations for Fire Aid events include:

- **Redwood City – Club Fox, May 18th**
- **Stockton – San Joaquin Fair, May 30th**
- **Pacifica – Longboard Bar & Nightclub, TBA**
- **Belmont/San Mateo – The Famous St. James Gate, TBA**
- ...and more to be announced

Other locations such as San Jose, Oakland / East Bay, Contra Costa, and more are in the works – more info on Fire Aid events and attractions coming soon, schedules, lineups, activities, ticketing and more visit www.CalFireAid.org.

To purchase tickets, visit: <https://www.calfireaid.org>

EMBERS OF HOPE:

Fire Aid is creating a collection of thoughts from Visitors, Supporters, Musicians and more. This is where you can create your very own Fire Aid experience and memories to share with the Fire Aid community:

<https://www.calfireaid.org/embers>

Media Contact:

Followup and to arrange interviews, and Media passes please contact **Elise Evans above**.

Fire Aid Website: CalFireAid.org

Fire Aid Backstory

Follow us on Social Media:

Facebook | Instagram | Twitter: @CalFireAid

- **Who: Presented by Event City and a coalition of other Industry leaders**

- **What:** Fire Aid Concert Tour Kick-Off Benefit Events
- **Where:** Northern & Central California - Website CalFireAid.org
- **When:** Now
- **Why:** To support all those affected by the LA Wildfires by raising funds and awareness.
- **Time:** Ongoing efforts and a variety of show-times & activity dates
- **Directions:** Google Maps: <https://maps.app.goo.gl/U1G9QKVnJQKS7bo49>
- **Tickets:** \$25 advance online purchase/\$30 at the door
- **Buy Tickets:** <https://www.calfireaid.org>

SPONSORS: Event City – <https://EventCity.net> Latin Rock Inc – <https://lrinc.com>

NFL Alumni Caring for Kids Nor Cal – <https://www.nflalumni.org/chapter/northern-california/>

Samaritan's Purse – <https://fundraise.samaritanspurse.org/fundraiser/6097062>

Studio Instrument Rentals – <https://sir-usa.com/>

SJ Fair – <https://www.sanjoaquinfair.com/>

Winners Bingo – <https://www.winnersbingostockton.com> WowTixs – <https://fireaid2025.wowtixs.com>

Lee Oscar harmonicas – <https://leeoskar.com>

MusiCares – <https://musicares.org>

V productions – <https://tinyurl.com/vproductions>

G-FUNNEL – <https://gfunnel.com>

Foodieville – <https://www.foodieville.co/>

AI Genius – <https://ppr.aigeniusagency.com/main>