CHICAGO, IL (August 20, 2020) Square Roots, the one-of-a-kind, craft beer and music festival in Lincoln Square is taking the show online. This year, shops, restaurants, breweries, artisans, and more, from in and around the Lincoln Square neighborhood, have created unique packages for sale all week long culminating in a free music performance on Saturday, August 29th, 2020 at 6pm broadcast on squareroots.org. Presented by and supporting the Old Town School of Folk Music (OTSFM) and the Lincoln Square Ravenswood Chamber of Commerce (LSRCC), Square Roots is an annual summer celebration and showcase of the small business and artists community that makes Lincoln Square a great place to visit and shop.

While the festival will not be happening in the street, organizers hope to bring the same excitement online as best they can for what would have been the 9th annual festival on Lincoln Avenue. Rudy Flores, Executive Director for Lincoln Square Ravenswood Chamber of Commerce says, “Festivals are such an integral part to the success of not only Chicago’s neighborhood organizations, but also to the numerous small businesses that participate as vendors. What some people may not realize is that Chicago’s street festivals are more than just big parties, but actually raise much needed funds for chambers, nonprofits, and to help the local economy. In 2019, Square Roots poured more than $958,000 into Lincoln Square’s economy through door donations, beer and food sales, as well as people shopping at the more than 80 market vendors along the street. This is why it was so integral for us to pivot Square Roots from a physical event into a virtual online experience.”

This year’s vendors include some of the best that the Lincoln Square and Ravenswood neighborhoods have to offer. Participants offering fundraising packages for sale include Hazel, Half Acre Beer Company, Urban Pooch Canine Life Center, Sacred Art, Savory Spice Shop, Begyle Brewing, Tori Grace Outfitters, Nomadic Ant, The Chopping Block, Timeless Toys, Enjoy An Urban General Store, Edgewater Candles, Twisted Hippo Brewing, Tulia’s Artisan Gallery, Temperance Beer Company, VIN312 Winery, and Dovetail Brewing. Each unique fundraising package is available for sale at squareroots.org and includes a donation to Square Roots supporting Old Town School of Folk Music and Lincoln Square Ravenswood Chamber Of Commerce programming. Packages will be assembled and available for pickup at the Square Roots Pick-Up Pop-Up being held at Ricochet’s Tavern at 4644 N. Lincoln Avenue. Purchasers can choose their preferred pickup date during checkout.

For hungry residents, there’s great food available too. Luella’s Southern Kitchen, Davis Theater / Carbon Arc Bar & Board, Fountainhead, Amy’s Candy Bar, and L&M Fine Foods all have special packages available for purchase during Square Roots week, which will be available for pickup directly from the restaurants themselves.

Each package purchased provides valuable support to the participating small businesses as well as critical fundraising for both the non-profit organizers, Old Town School of Folk Music and
Lincoln Square Ravenswood Chamber of Commerce. Just like at the festival gate, a donation to Square Roots supports Old Town School financial aid programs and Lincoln Square Ravenswood Chamber of Commerce farmers markets, small business programming, and neighborhood beautification projects.

Dave Zibell, Director of Marketing for Old Town School of Folk Music, says, “We want to keep the festival going, even in this new environment. So many artists, musicians, and small business owners rely on Square Roots for revenue each year, and more than ever we feel we have an obligation to try and use our combined efforts as non-profit organizations to raise awareness and remind the community that we need their support. We take our neighborhood culture and street festivals for granted until they’re not available, and it’s important to us to do everything we can to help our neighborhood and valuable artist community weather this pandemic storm.” Zibell added, “plus we really miss listening to live music, and this is a chance to showcase some of Chicago’s amazing musicians and raise some money at the same time.”

Square Roots would not be complete without a fantastic and diverse lineup of musical artists, and this year is no exception. The festival will be streaming a free concert broadcast on Saturday, August 29th at 6:00 PM featuring stellar sets from young, soul duo from Chicago, The O’My’s with their vintage sound for a new era, the heartfelt indie rock of Dehd, recently named “best new music” by Pitchfork, Sicangu Lakota hip-hop artist, Frank Waln, Puerto Rican music and dance ensemble, Bomba con Buya, and the crooning, country and western music of Andrew Sa and the Cosmic Country Showcase Band. Performances will be recorded in advance from the Old Town School stage and streamed into the comfort of your own home.

Square Roots is a truly local festival, even down to the backbone of Square Roots Online powered by local tech startup Bachalaash, who worked with the two non-profit organizers to modify their powerful community fundraising platform to simulate a Chicago street festival online. While Bachalaash traditionally provides virtual restaurant fundraising, this was an opportunity to expand on an already solid platform. “We simply could not have built this kind of infrastructure on our own” says Zibell, “and we’re so grateful to our partner for helping get squareroots.org running on the platform.”

Square Roots Online is accepting donations and selling packages now, with pickups beginning the week of August 23, 2020. For more details, complete package listings, and to watch the livestream concert broadcast on August 29, 2020 at 6pm, visit squareroots.org

Event Details:

Squareroots.org – Packages available for purchase now and pickups begin the week of August 23, 2020. Livestream concert broadcast Saturday, August 29, 2020 at 6pm also on squareroots.org

Additional Information About Square Roots Festival:

2020 marks the 9th annual Square Roots Festival, traditionally held in Chicago's historic Lincoln Square neighborhood. Over 30,000 fans attend Square Roots annually, which provides a comfortable and truly local experience appealing to music-lovers, foodies, and craft beer enthusiasts alike. Past performers have included Son Volt, Cracker, The Jayhawks, Mekons, Lydia Loveless, Urge Overkill, Pokey LaFarge, Dessa, Beach Bunny, Kermit Ruffins, Sidi Touré, Waco Brothers, Matthew Sweet, and many more touring artists from near and far as well as Chicago-based musicians and dancers.
Lincoln Square is home to some of Chicago’s most dynamic restaurants and breweries including past participants Gather, Luella’s Southern Kitchen, Bistro Campagne, Half Acre Beer Company, and Dovetail Brewing.

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**ABOUT OLD TOWN SCHOOL OF FOLK MUSIC:**
Chicago’s Old Town School of Folk Music is the largest community school of the arts in the U.S. and a non-profit organization committed to celebrating American music and global cultures. Founded in 1957, the Old Town School of Folk Music provides a wide range of music, dance, and arts courses to people of all ages, abilities, and backgrounds. Whatever one’s interest, the Old Town School provides broad access to more than 700 accredited weekly class offerings, private lessons, and over 400 concerts and community events per year.

The Old Town School opened its Lincoln Square facility in 1998 and expanded in 2012. The Old Town School owns and operates three facilities situated in Lincoln Square and Lincoln Park and, since the COVID-19 pandemic, has been holding classes online for hundreds of folks from Chicago and now around the world.

A new session of online classes for all ages begins the week of August 31, 2020. More information is available at [https://www.oldtownschool.org](https://www.oldtownschool.org)

**ABOUT LINCOLN SQUARE RAVENSWOOD CHAMBER OF COMMERCE**
Founded in 1948, the Lincoln Square Ravenswood Chamber of Commerce (LSRCC) is a non-profit association of local shops and restaurants, institutions, and professionals. The LSRCC supports local business with a variety of community events, educational workshops, consumer incentive programs, and more. As the service provider for the Lincoln Square Neighborhood Improvement Program (SSA #21), LSRCC drives economic development in Lincoln Square, beautifying and marketing its busiest retail corridors.

Using these tools, the LSRCC seeks to improve the economic well-being and quality of life in its two neighborhoods, one community, working together. [http://www.lincolnsquare.org/](http://www.lincolnsquare.org/)

**ABOUT BACHALAASH**
At Bachalaash we’re on a mission to simplify community fundraising. Launch your next fundraiser on our platform and enjoy a turnkey solution that provides access to our network of top tier local restaurants, shops, bars and breweries ready to help support your mission. Engage your members, support local businesses, and raise funds for your cause, all from home. [https://www.bachalaash.com/](https://www.bachalaash.com/)

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