



FOR IMMEDIATE RELEASE:

**LITTLE 5 POINTS BUSINESS ASSOCIATION ANNOUNCES GRAND MARSHAL
FOR THE 2015 HALLOWEEN PARADE AS
A PART OF THEIR 15th ANNUAL HALLOWEEN FESTIVAL**

Atlanta, Georgia – The Little Five Points Business Association (L5PBA) is proud to announce Steve Harris, Atlanta native and owner of Variety Playhouse, as Grand Marshal of the 2015 Little Five Points Halloween Parade that is a highlight of the organization's annual Festival. Variety Playhouse is celebrating its 25th year in Little Five Points!

L5PBA President, Kahle Davis, said of the selection, "Steve Harris was the obvious choice for Grand Marshal this year!" Davis continued, "The Variety Playhouse has been a long-respected institution here in Little Five, and Steve has done an incredible job of bringing high quality live music to our community year after year."

In 1990, Steve Harris, at the behest of its owners at the time, Don Bender and Kelly Jordan, took over the Variety Playhouse. The venue had experienced some ups and downs through the years, but one thing was certain, the shows that Steve Harris promoted, were the most successful. So, it was an easy decision for Bender and Jordan to bring Harris in, but it took a little coaxing to get Steve to sign on. Jordan and Bender made a pitch: "If it doesn't work financially, don't pay us- what do you say?" As Jordan puts it now, "We made the right bet and, due to Steve's dedication, 25 years later it's still Atlanta's greatest music venue."

There have been so many shows at the Variety Playhouse over the past 25 years that it is probably hard to choose, but when asked, Steve made mention of two of his favorite shows that he's done at the Variety. One was the 21st Century Schizoid Band, made up of former members of King Crimson, because King Crimson is "what he grew up on." The other was Aimee Mann and Michael Penn. Steve relates: "Neither was very comfortable with the banter stuff in between songs, so they had a comedian fill in and billed their show as 'Acoustic Vaudeville.' Michael's microphone starts to fade out, and I'm going 'Oh my God, his mouth is still going but you can't hear anything,' and I'm freaking out, thinking 'Oh no, my microphone is broken!'" And over in the corner, conveying his thoughts in this stream of consciousness, crazy Godfather voice is Patton Oswalt doing his 'shtick.' It was brilliant; that show I just loved."

Over the years, Harris has made changes to the Variety, including renovating the balcony and adding a bar. Years ago, workers were furiously trying to finish as the tech crew was doing the sound check for that evening's concert. The artist? Adele.

Steve appreciates the diversity of Little Five Points, even the "affectionate nickname the drinking community has given us for being so strict and checking IDs and not serving people who are intoxicated - the 'Sobriety Playhouse.'" That being said, here's to you, Steve, and Variety Playhouse, for another 25 years!

Come celebrate Steve at the Little 5 Points Festival and Parade on Saturday, October 17 from Noon-11p. In addition to the best Halloween Parade in the South, the event will feature daylong entertainment on 2 stages, great food selections and shopping with offerings from local artisans who will join area retailers to provide a wide variety of interesting items available for purchase by festival-goers. The parade steps off promptly at 4p.

#

To sign up and for information about the Little 5 Points Halloween Festival, Parade, vendor booth space and volunteer opportunities, please visit: www.L5PHalloween.com. Spaces for both the market and parade will sell out, so interested participants are encouraged to sign up early!

For information about the Little 5 Points Business Association, please visit: www.Little5Points.com

About The Little 5 Points Halloween Festival: The main purpose of the L5P Halloween Festival is to drive traffic to the Little 5 Points Business District by offering one of the premier Halloween events in the southeast. It is designed to allow residents and visitors alike to enjoy a fun-filled day in one of Atlanta's oldest and most eclectic neighborhoods.

About the Little 5 Points Business Association: The L5P Business Association exists to support the retailers and business owners in the Little 5 Points neighborhood of Atlanta. The L5PBA is a 501c non-profit organization that is also owns and hosts the Little 5 Points Halloween Festival & Parade, designed to drive traffic to businesses in the community.

Media Contact:
Q&A Events
Sheila Merritt
smerritt@QandAEvents.com
404.762.5665 x302