"Porchfest 2025 highlights Athens' lost heritage through beer, music" Clara Lee



Mayor Kelly Girtz introduces the band EDDie Halfass during the 2023 Historic Athens Porchfest. Girtz hosted EDDie Halfass at his home during the festival. Photo/Andrea Hudson

Historic Athens plans to highlight its Athens Places in Peril initiative at Porchfest 2025 through its partnership with Athentic Brewing Company.

The local brewery created Lost Places Lager, which features interactive can labels that direct attendees to Athens' historic lost places. Attendees can scan QR codes on the official beer of Porchfest 2025 to view the Historic Athens website, according to Athenic Brewing Company co-owner Paul Skinner.

Historic Athens Communications Director Sarah Frazer said organizers hope the four different label designs will bolster support for the Athens Places in Peril list. Both the list and Porchfest launched in 2019.

"So, again, it's like a walking billboard in your hand to have that information about lost places," said Skinner.

Organizers plan to unveil the collaborative beer at the Historic Athens Porchfest Kick-Off Party on Friday, Oct. 17. Attendees can nominate buildings for the 2025 Athens Places in Peril list at the event.

Historic Athens partners with other local businesses to provide provisions such as free trolley rides from Athens Trolley Tours and a local vendors market in partnership with Indie South. This year's festival features a food truck lot. Patrons can use Porchfest's <u>interactive map</u> to navigate the amenities' locations.

262 artists registered to perform in seven historic neighborhoods at this year's Porchfest. Attendees can plan travel routes for the festival using the interactive map, which lists the address and start time of each performance.

Tommy Valentine, executive director of Historic Athens, said do not resist the fear of missing out at Porchfest during a media availability session.

"The FOMO is the point," said Valentine. "We have a lot of folks that say, 'Well, what am I supposed to do here? There's too many bands to see' as if that is a bug, that's the feature. The feature is that you cannot see it all."

Porchfest's <u>lineup</u> includes local artists, or artists with Athens ties. The festival features bands playing punk, country and bluegrass, among other genres. Denise Sunta, Historic Athens senior director of operations and co-chair of Porchfest 2025, said attendees might find new sounds while traveling through the neighborhoods. Artists also report attendees unexpectedly stopping during their walks to listen to new music.

"It was funny to see people that were running, clearly to see something else, but stopped to see us," said Marcelo Buril, vocalist and guitarist for The Original Screw Tops.

The blues band returns to this year's Porchfest to play in the Cobbham neighborhood.

Historic Athens Porchfest will occur on Sunday, Oct. 19 from 1 p.m. to 7 p.m. To learn more, visit https://porchfest-ruby.vercel.app/.

Why I Wrote The Story

Writing this story allowed me to gain insider information about an upcoming community event. The session I attended with a Porchfest performer taught me how to pick out the best direct and indirect quotes to place in my story. It also allowed me to better prepare for my upcoming Porchfest story. Historic Athens works alongside the local government for projects which allows me to gain possible new contact sources.