

PRESS RELEASE

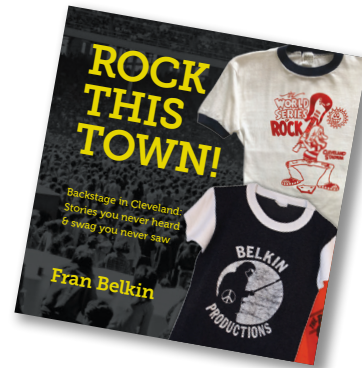
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FOR IMMEDIATE RELEASE
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New Book Launches October 23rd:

ROCK THIS TOWN!

**Backstage in Cleveland:
Stories you never heard & swag you never saw
by Fran Belkin**



***Rock and roll fans know all about what was happening on the concert stage.
What was going on backstage was an entirely different story.***

Fran Belkin worked behind the scenes for over thirty years as her husband Jules and his brother Mike built Cleveland's Belkin Productions into the concert promotion powerhouse. When the business sold, Fran's collection of t-shirts and memorabilia wound up in boxes in the attic, until one day she realized these mementos—*chronicling over thirty years of Cleveland rock and roll history*—could illustrate the incredible story of a most unusual family business.

And unlike the concert tees the rest of us wore, these shirts were designed and produced in very small quantities as “swag” for the bands and crew, rarely seen beyond backstage. In **Rock This Town!**, these shirts are artfully woven together with vintage snapshots, concert photography and backstage memories to paint a picture of the times, the music, the bands and the Belkin company.

The 144-page full color paperback is packed with over 465 images and 100+ stories shared by Fran, Jules, and the Belkin Productions crew who lived them: a farm picnic with The Who, behind-the-scenes at the legendary World Series of Rock and Akron Rubber Bowl concerts, bowling parties with Pink Floyd and Phil Collins, and more. Fran collaborated with designer Christopher Hixson, who crafted a book that is a joy to read, using the shirts and images to highlight the history in a comprehensive yet visually thrilling way.

This book is for those who were out front, standing drenched in a World Series of Rock downpour, singing along to every word of their favorite song, Bic lighters in the air, screaming for another encore. **Rock This Town!** is a love letter to every northeast Ohio fan of rock and roll.

Rock This Town! is available now for pre-order at Amazon.com, and will be sold at The Rock and Roll Hall of Fame store, regional Barnes and Noble stores and independent bookstores.

Review copy is available on request.

*“One of the only memory albums ever made that gives an inside glimpse
at concert production and promotion.” —Rock photographer Janet Macoska*

*“If you live and breathe music like I do, you’re about to be transported back to that magical time
with every turn of the page.” —Barry Gabel, SVP, Live Nation*

rockthistownbook.com

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