



Media Contact:
Gina Ward
ginaw@douglasstheatre.org
478-742-2000

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SOUTHERN ROCKER DEVON ALLMAN KICKS OFF DOUGLASS GOES DIGITAL FUNDRAISER

Continuing the family's musical legacy, Devon Allman performs at the Douglass Theatre on November 11 at 7:30 p.m. This is Allman's debut concert at the Douglass and the first of events for the Douglass Goes Digital campaign.

Allman, who began playing guitar before he knew his famous father, has crafted a unique career that goes beyond the legendary last name.

"The hurt factor for me is to not get caught up thinking about the impact that my dad and uncle (Duane) had on this genre of music," Allman said. "That could make me go completely insane. I can't dwell on that. Focusing on that interferes with path and my art. I still want it to be essentially feel-based. The best thing for me to do is to concentrate on being the best musician I can be regardless of who my family is."

Over the years, Allman has toured both nationally and internationally. He has also performed with two bands, Honeytribe, which he formed in 1999, and Royal Southern Brotherhood, a collaborative project that includes musicians Mike Zito, Cyril Neville, Charlie Wooton and Yonrico Scott.

"I have to say that playing with Royal took my career to a new level," Allman said. "It's given me more confidence and a new found love for the music. I'm delighted that there's a new shot of fire in my music."

This rejuvenation resonates in his current music, which embraces the blues-rock sound of his father and uncle with a modern edge. As a result, Allman has deepened his musical range and expanded his fan base.

Similarly, the Douglass seeks to revitalize itself with its transition to a digital format. This would improve the theatre's current programming and broaden the type of entertainment the Douglass can provide.

"With the change in technology and the way films are being made and distributed, we have to change with the new media landscape," said Gina Ward, executive director at the Douglass. "This means we can support additional programming and better serve our patrons and their events."

The Douglass Goes Digital campaign promises to equip the 93-year old theatre with a digital projector, 3-D screen capacity and audio upgrades. To do this, the theatre plans to host a series fundraising events over the next year. The goal is to raise \$130,000 to implement all of the changes, and with the support of the community this aspiration could become a reality.

About The Douglass Theatre

The Douglass Theatre is a historic site that was once a prime venue for black entertainers to share their art. Reopened in 1997, the theatre continues its legacy through a variety of plays and productions that premiere on the theatre's stage. The space is also available for members to the community to host events and showcase their organizations.

For more information, contact the Douglass Theatre at 478-742-2000 or visit online at [douglass theatre.org](http://douglasstheatre.org).