



Media Kit

updated march 24, 2026



upstream
pittsburgh



About upstreampgh

For 25 years, upstreampgh has been working to make our city's water cleaner and healthier. We focus on climate justice and clean water: protecting nature, teaching our neighbors, and reducing the negative impacts of stormwater runoff. We work "upstream" – tackling problems at their source – so that our communities can thrive.



Our strength comes from connection. Just like people, nature, and neighborhoods are tied together, our three programs – Engage, Plan/Build, and Advocate – work as one. By bringing together communities, governments, and millions in funding, we are building towards a just and climate-resilient future. From reducing sewage overflows to replacing dangerous lead pipes, our work leads to systemic, generational change.

Mission

We restore and protect watershed ecosystems, while working regionally to support and implement resilient solutions for a healthier urban environment.

Vision

We envision a region with clean water accessible to all, healthy and resilient communities, and ecosystems restored to their natural functions.

[Learn more at upstreampgh.org](http://upstreampgh.org)



About the Festival

From Woodstock to Coachella and Lollapalooza to Bonnaroo, music festivals have long been a powerful way to build community, celebrate creativity, and connect people to something larger than themselves.

Set beneath the trees of Frick Park at the confluence of Tranquil Trail and Falls Ravine Trail, the Turn It Upstream Music Festival brings that spirit to life in a uniquely Pittsburgh setting. Every element of the festival is curated to reflect UpstreamPgh's work at the intersection of art, environmental advocacy, and community.

Part fundraiser and part love letter to our region's deep connection to nature and the arts, this first-ever celebration serves as UpstreamPgh's marquee 25th anniversary event. Local artists, food vendors, and community partners will transform the park hollow for an evening of music, creativity, and connection at the meeting point of Fern Hollow Creek and Nine Mile Run.

Environmental activities, demonstrations, and guided walks will highlight the history and future of watershed restoration, while festival-goers gather to celebrate UpstreamPgh's impact by activating one of Frick Park's hidden spaces for a vibrant community celebration.

Guests are encouraged to embrace their favorite festival style when planning their attire and decorating their personal "chill space" on the lawn. This sustainable, zero-waste event-- powered by zero fossil-- will set the tone with environmentally conscious staging and atmosphere--ensuring the festival is as green as it is unforgettable.

Featured Artists



BEAUTY SLAP

Headliner!



Thunderously funky screams of brass meet the mischievously playful grooves of modern dance music. **Beauty Slap** uses horns, keys, and electronics to deliver their self-described genre, future-brass-thunder-funk direct to audience's brains. The result is an irresistible urge to dance.

From performing as featured soloists in front of the Pittsburgh symphony orchestra to providing race day music on the track of the Indy 500, **Beauty Slap's** infectious fun live show is optimized for dissemination of good vibes on a global scale.



[click here to access beauty slap's press kit](#)



Featured Artists



NASH.V.I.L.L is ‘...a hard-rockin’ funk and soul band fronted by singer Jacquea Mae and guitarist Byron Nash, who describes their vibe as “P-Funk meets Aretha Franklin at a Jimi Hendrix concert while listening to Black Sabbath on the way to the show.” ‘

- Excerpt from Joey Spehar’s WYEP Pittsburgh Artist of the Week feature published October 26, 2023



NASH.V.I.L.L.'S official photos: [photo 1](#) [photo 2](#)



Featured Artists

COLATURA

colatura makes music that balances shimmer and distortion—dreamy one moment, blown-out the next, anchored by sharp hooks and unfiltered storytelling. Long a fixture of Brooklyn's indie scene, the band relocated to Pittsburgh in 2024, bringing their fuzz-soaked melodies and emotionally candid songwriting with them. Their most recent EP, *if I'm Being Honest* (Easy Does It Records) plays like a series of late-night confessionals—introspective, nostalgic, and cathartic.

The band has appeared at festivals including SXSW, Capitol Hill Block Party, NXNE, NewColossus, WYEP's Summer Music Festival, and Pittsburgh's Millvale and Northside Music Festivals. Following the release of *if I'm Being Honest*, colatura toured extensively across the US, UK, and Europe, continuing to carve out their place in the modern indie rock landscape.



[click here to access colatura's press kit](#)



Featured Artists

the anonymous chronicles



the anonymous chronicles is the moniker used by pittsburgh musician paul rouse. drifting from melodic folk soul to fuzzed out indie rock, it's a project that takes a ride wherever the winds blow. the latest recording, *i Am Everything*, is a nostalgic take on mid-90s indie fuzz.



[click here to dowload the anonymous chronicles official photo](#)



Featured Artists

Buscrates

A musician, DJ and producer, **Buscrates** has been making music in some form since practically before he could walk and started rocking parties behind the decks since he was in single digits. His journey, initially inspired early on by the music emanating from his father's sound system, has grown to encompass many experiences as he has honed the two major poles of his musical inspiration: classic boom-bap hip-hop and the endlessly colorful world of synth-crazy post-disco boogie-funk. Both of these strains are heavily informed by his notorious record collection. crates' new material is a natural progression from the sounds he has devised over the years, achieving a new level of ready-for-prime-time sophistication that manages to surpass even his previous efforts. It reflects the increasingly global perspective that has come with the increased time on the road he has experienced as demand for his unique and distinctive approach to sound and groove construction grows, not to mention the confidence that has come as a result of his interactions and collaborations with such notable figures as home-state hero DJ Jazzy Jeff, Dâm-Funk, wiz Khalifa and curren\$y.



Buscrates' official photos: [photo 1](#) [photo 2](#)



Meet the Host

rick sebak makes unusual television programs.

His slightly wacky documentaries now celebrate various aspects of modern American life and the unexpected charms of Pittsburgh. Audiences have learned to recognize his friendly narrative style and the unusual topics that he obviously loves.

Since 1987 when he began work at WQED, he has produced more than 25 documentaries about the history, the neighborhoods, the buildings, the people, and the food of western Pennsylvania. His programs include Kennywood Memories, Things That Aren't There Anymore, Pennsylvania Diners, The Strip Show, What Makes Pittsburgh Pittsburgh?, 25 Things I Like About Pittsburgh, and Happy Holidays in Pittsburgh, among others.



From 2010 through 2013, he also produced a regular weekly program titled It's Pittsburgh & a Lot of Other Stuff, which covered many topics including Pittsburgh's annual Dirty Dozen Bike Ride in a program that won the Mid-Atlantic Emmy® for Best Sports Special.

Sebak has also put together more than a dozen national programs for PBS that celebrate various aspects of modern American culture from sandwiches to cemeteries. His 1999 documentary titled A Hot Dog Program has become a perennial summertime favorite on PBS stations across the country.

Sebak was nominated for two prime-time Emmy Awards for his work on Fred Rogers: America's Favorite Neighbor. He has received numerous local awards and recognitions, including 10 regional Emmy Awards and an honorary doctorate from Seton Hill University. He lives in Regent Square and is an avid fan of Frick Park.

About the venue

Frick Park hollow, at the nexus of Tranquil Trail and Falls Ravine Trail in Frick Park, is a flat lawn nestled in Fern Hollow. Adjacent to Fern Hollow creek, a future area of investment for upstreampgh, the hollow also marks the northmost boundary of the original nine mile run watershed Aquatic Ecosystem Restoration Project, championed by upstreampgh and completed in 2006.



This beautiful urban oasis will serve as the site for the turn it upstream music festival. We encourage festival goers to park in the adjacent neighborhoods and hike in on Frick Park's many trails. We'll have everything guests need on site in terms of food, beverage, and entertainment. We encourage festival goers to bring a blanket, lawn chairs, decorations...and a flashlight or a headlamp to hike back out! The festival will go well past sunset, marking a unique and fun opportunity for a night hike back to vehicles!





other information

ticket pricing

under 18 general Admission	\$10
Adult general Admission	\$20
Donor (includes food voucher)	\$50
All inclusive (includes food & bev. voucher, party favor)	\$100
Family pack (food, bev, and party favors for 2 adults, one child) (can add additional children at \$50 per)	\$250

other ways to support

sponsorships are available!

contact ryan@upstreampgh.org for details

Raffles

silent Auction

Additional donations with ticket purchase

contacts

media- sarah carr, operations & communications manager
sarah@upstreampgh.org

general- ryan Ferrebee, development director
ryan@upstreampgh.org



Brand kit

Review the festival brand quick guide



primary

PNG

PDF



secondary

PNG

PDF



text only

PNG

PDF



25th Anniversary

PNG

PDF

vendors & sponsors

as of 03/24/26



MaherDuessel



The Frank-Ratchye
STUDIO
for Creative Inquiry



3Rivers
Outdoor Co.



celebrating
Nupstream
 **pittsburgh**
years



PO BOX 8630
Pittsburgh, PA 15221



321 Pennwood Ave. suite 202
Pittsburgh, PA 15221



412-371-8779



info@upstreampgh.org



upstreampgh.org

performers and vendors are subject to change;
please visit

<https://upstreampgh.org/turn-it-upstream-music-festival/>
for the most up-to-date information.