

# JEWISH EXPONENT

— WHAT IT MEANS TO BE JEWISH IN PHILADELPHIA —

## Music Impresario Bill Graham to Rock Philly Again at NMAJH Exhibition

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The National Museum of American Jewish History will be the exclusive East Coast venue for an exhibition paying tribute to Holocaust survivor and music impresario Bill Graham.

Some 31 years after music impresario Bill Graham rocked the world with Live Aid, a benefit concert held simultaneously in Philadelphia and London, he's coming back.

The National Museum of American Jewish History announced it was designated as the exclusive East Coast venue for an exhibition that will pay tribute to the Holocaust survivor who died in a 1991 helicopter crash.

*Bill Graham and the Rock & Roll Revolution* will run from Sept. 16 through Jan. 16, 2017. It will bring back to life the story of the man regarded as one of the greatest concert promoters in history, who played a pivotal role in the careers of such legends as the Grateful Dead, Jefferson Airplane, Janis Joplin, Jimi Hendrix, Santana, Fleetwood Mac, The Who, Led Zeppelin, The Doors and The Rolling Stones.

But his work with Live Aid, which began at London's Wembley Stadium on July 13, 1985 at 7 a.m. eastern time then was joined nearly two hours later at Philadelphia's JFK Stadium and continued for over 16 hours was his crowning achievement.

Artists performing at JFK that day included Joan Baez, Madonna, Tom Petty, Bob Dylan, Mick Jagger, Crosby Stills & Nash, a reunited Led Zeppelin, Teddy Pendergrass and Tina Turner. Another highlight was an appearance by Phil Collins, who had performed earlier in the day at Wembley, then taken the Concorde to Philadelphia in order to perform at both sites.

The man born Wulf Wolodia Grajonca in Berlin in 1931 was inducted into the Rock & Roll Hall of Fame in 1992.