

**GRAND
OPENING
LABOR DAY
1995**




Well, the moment is finally here — the Rock and Roll Hall of Fame and Museum has opened its doors to the world.

After 10 years of planning and design, two years of construction, equal time given to assembling one of the great collections of rock memorabilia, and a monumental search for nearly \$92 million to fund its creation, the first museum devoted to the most popular and influential art form of modern times is finally open. We believe it was worth the wait.

This moment has come to pass because of the efforts of many. The Rock and Roll Hall of Fame and Museum was the brainchild of a handful of music industry leaders who came up with the idea and gave it form and direction. It found its way to Cleveland because civic and political leaders, along with thousands of fans, saw the potential that such a project held for civic rebirth and were willing to do whatever necessary to make it happen. It took its form and substance from the talents of architects, designers, filmmakers, and staff members who knew that a museum devoted to rock would have to be a very special place. And, it gained its credibility from the hundreds of artists who were willing to give of their time and most personal possessions to assure that the Rock and Roll Hall of Fame and Museum would truly reflect the legacy of their music.

The opening of the Rock and Roll Hall of Fame and Museum is a time for celebration. It is marked by dedications, parties, parades, and most appropriately a concert of historic scope. Gathered together are dozens of artists who represent the history, the breadth, and the power of rock and roll throughout the decades. The founding fathers: Chuck Berry, Little Richard, Johnny Cash, James Brown, Jerry Lee Lewis; the great divas:

Aretha Franklin, Martha Reeves and the Vandellas, Annie Lennox; the performers who gave rock a new sound in the 60s, 70s and 80s: Booker T. and the MGs, John Fogerty, Robbie Robertson, Jon Bon Jovi, Richie Sambora, George Clinton, the Kinks, the Allman Brothers Band, Al Green, the Pretenders; the new voices: Alice in Chains, Natalie Merchant, Soul Asylum, Snoop Doggy Dogg and Dr. Dre, Melissa Etheridge; and the music legends: John Mellencamp,  (the artist formerly known as Prince), and Bruce Springsteen — all are here to mix the sounds of the past and the present.

And after the celebration of this weekend ends and the Rock and Roll Hall of Fame and Museum has been officially launched, what is most exciting is that a wonderful institution remains for generations to share and enjoy. The Rock and Roll Hall of Fame and Museum is a one-of-a-kind museum — filled with exhibits, films and experiences that examine the roots of rock, that celebrate the history and accomplishment of the people who have made the music, and that explore the impact of rock and roll far beyond the charts. The Rock and Roll Hall of Fame and Museum will take you along on rock's journey from its tentative birth in the 50s to its worldwide ascendancy in the 90s and it will make you aware of what a remarkable journey it has been.

Dennis Barrie

Dennis Barrie
Director

RIBBON CUTTING CEREMONY 12:30 PM TO 1:30 PM

Artist Rock Anthem


The Honorable Michael R. White Mayor, City of Cleveland

The Honorable George V. Volonovich Governor, State of Ohio

Jann S. Wenner Editor and Publisher, Rolling Stone Magazine
Vice Chairman, Rock and Roll Hall of Fame and Museum

William N. Hulett Co-Chairman, Rock and Roll Hall of Fame and Museum

Ahmet Ertegun CEO, Atlantic Records
Co-Chairman, Rock and Roll Hall of Fame and Museum



GRAND OPENING PROGRAM

Artist/Inductee Remarks

Official Ribbon Cutting

GRAND OPENING - LABOR DAY WEEKEND

Friday, September 1, 1995

11:00 - 12:30 Rockin in the Streets Parade

12:30 - 1:30 Ribbon Cutting Ceremony

1:30 - 2:30 Sneak Peak (Lobby and Promenade Only)

Saturday, September 2, 1995

10:00 - 9:00 First Official Day Museum is Open to the Public

7:30 - 1:00 Concert for the Hall of Fame

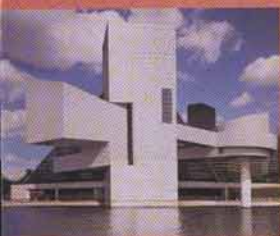
Sunday, September 3, 1995

10:00 - 9:00 Museum is Open to the Public

Monday, September 4, 1995

8:00 - 10:00 Cleveland Jaycees Rock and Roll 5K Run and 1K Walk

11:00 - 12:00 Construction Team Recognition Ceremony



They made Rock 'n' Roll great.

1986 Chuck Berry James Brown Ray Charles Sam Cooke Fats Domino The Everly Brothers Buddy Holly Jerry Lee Lewis Elvis Presley Little Richard Alan Freed Sam Phillips Robert Johnson Jimmie Rodgers Jimmy Yancey John Hammond

1987 The Coasters Eddie Cochran Bo Diddley Aretha Franklin Marvin Gaye Bill Haley B.B. King Clyde McPhatter Ricky Nelson Roy Orbison Carl Perkins Smokey Robinson Joe Turner Muddy Waters Jackie Wilson Leonard Chess Ahmet Ertegun Jerry Leiber & Mike Stoller Jerry Wexler Louis Jordan T-Bone Walker Hank Williams

1988 The Beach Boys The Beatles The Drifters Bob Dylan The Supremes Berry Gordy, Jr. Woody Guthrie Lead Belly Les Paul

1989 Dion Otis Redding The Temptations The Rolling Stones Stevie Wonder Phil Spector The Ink Spots Bessie Smith The Soul Stirrers

1990 Hank Ballard Bobby Darin

We made sure you experienced it.

In the beginning, there was music. Well, not the very beginning, but it's been around a few thousand years. And then there's the greatest music of all — Rock 'n' Roll.

So where does AT&T come in? Well, at the beginning. Because while the folks at left were making the sounds and writing the songs that shaped your life, we were making the sight and sound technology that helped them do it. And helped you experience it. Something we still do today, to keep making your rock 'n' roll experiences greater and greater.

Here's what we created to help make the rock roll:

⚡ The First Radio Network.

⚡ Discovered 33 1/3 RPM is best for soundtracks, setting the recording standard.

⚡ Stereo sound.

⚡ The Transistor.

⚡ The First TV Network.

⚡ The Laser, which made today's CDs possible.

⚡ Computer-synthesized song.

⚡ The Automatic Equalizer.

So get ready. 'Cause what's coming next from AT&T is gonna rock you like never before.

It's not just
where we've been,
It's where you're
headed.



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The Four Seasons The Four Tops The Kinks The Platters Simon & Garfunkel The Who Gerry Goffin & Carole King Holland, Dozier & Holland Louis Armstrong Charlie Christian Ma Rainey

1991 LaVern Baker The Byrds John Lee Hooker The Impressions Wilson Pickett Jimmy Reed Ike & Tina Turner Dave Bartholomew Ralph Bass Howlin' Wolf Nesuhi Ertegun

1992 Bobby "Blue" Bland Booker T. & the MGs Johnny Cash Jimi Hendrix Experience Isley Brothers Sam & Dave The Yardbirds Leo Fender Bill Graham Doc Pomus Elmore James Professor Longhair

1993 Ruth Brown Cream Creedence Clearwater Revival The Doors Etta James Frankie Lymon & the Teenagers Van Morrison Sly & the Family Stone Dick Clark Milt Gabler Dinah Washington

1994 The Animals The Band Duane Eddy The Grateful Dead Elton John John Lennon Bob Marley Rod Stewart Johnny Otis Willie Dixon

1995 The Allman Brothers Band Al Green Janis Joplin Led Zeppelin Martha & the Vandellas Neil Young Frank Zappa Paul Ackerman The Orioles

Budweiser

Budweiser

and

The House of LaRose

salute

the

Rock

and

Roll

Hall

of

Fame

and

Museum



ALICE IN CHAINS

THE ALLMAN BROTHERS BAND

CHUCK BERRY

JON BON JOVI

BOOKER T. AND THE MGs

JAMES BROWN

JOHNNY CASH

GEORGE CLINTON

DR. DRE

MELISSA ETHERIDGE

JOHN FOGERTY

ARETHA FRANKLIN

AL GREEN

the concert for the hall of fame

THE KINKS

ANNIE LENNOX

JERRY LEE LEWIS

LITTLE RICHARD

MARTHA AND THE VANDELLAS

JOHN MELLENCAMP

NATALIE MERCHANT

THE PRETENDERS

ROBBIE ROBERTSON

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SNOOP DOGGY DOGG

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BRUCE SPRINGSTEEN



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JOHNNY CASH

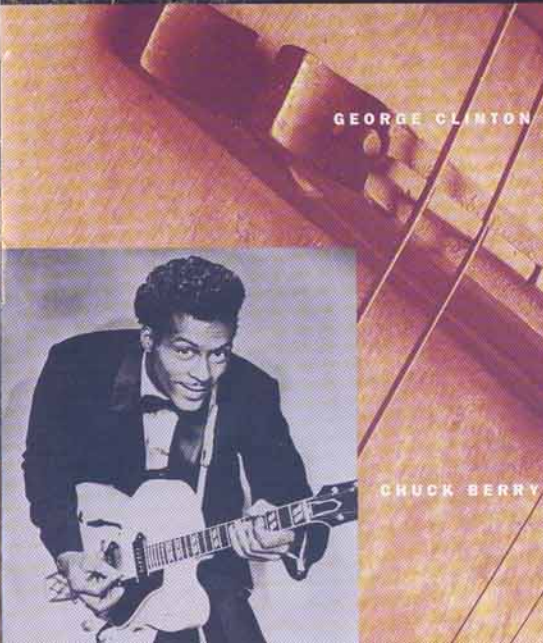


JAMES BROWN



BOOKER T. AND THE MGs

ALICE IN CHAINS



GEORGE CLINTON



CHUCK BERRY



DR. DRE



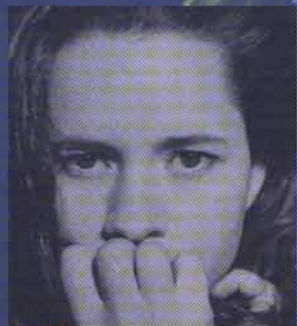
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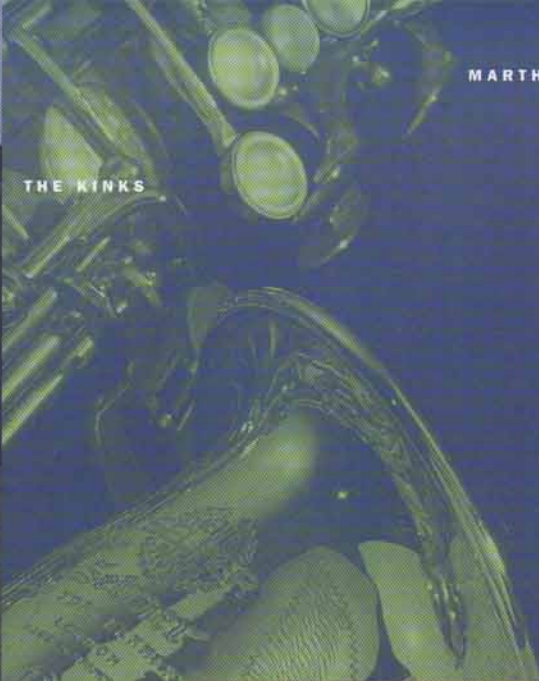
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SOUL ASYLUM

LITTLE RICHARD

We're the ones who helped your neighbors call the police when you played your rock'n'roll really loud.

Sorry.

We're proud to be a sponsor of the Rock and Roll Hall of Fame and Museum.

Ameritech

YOUR LINK TO BETTER COMMUNICATION

After A Gig Like The Rock And Roll Hall Of Fame And Museum, What Do We Do For An Encore?



On September 1, 1995, the Rock and Roll Hall of Fame and Museum opens at Key Plaza. KeyCorp is proud to have played an instrumental part in putting our city in the national spotlight again.

It's a tough act to follow.

The same commitment and progressive thinking that makes KeyCorp a leading corporate citizen also makes us a leading performer when it comes to managing your money.

If KeyCorp can "address" the home of rock 'n roll, imagine what we can do for you.



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IS HARMONY
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WHERE THERE
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