

THE COUNTRY MUSIC HALL OF FAME® AND MUSEUM PRESENTS

BIG NIGHT

AT THE MUSEUM

After closing its doors in mid-March and suffering subsequent financial losses due to the pandemic, the Country Music Hall of Fame took advantage of its empty museum by producing a concert film throughout the exhibit galleries, theaters, and Hall of Fame Rotunda. Written, directed, and produced by museum staff, BIG NIGHT (At the Museum) proved to be a holy and historic night, as the instruments that helped make country music history were placed in the hands of modern masters.

“The Country Music Hall of Fame is the ultimate treasure chest,” said the host, Marty Stuart, who was joined by other American legends, songwriting mainstays, and up-and-coming country forces who played the songs of their heroes on their heroes' very own instruments. From Tim McGraw's touching take of “Don't Close Your Eyes” on Keith Whitley's

guitar to Miranda Lambert's tribute to her songwriting mentor, John Prine, the staff-produced show honored the communal and resilient spirit of Nashville and its music and inspired fans from around the world. Watching from Ireland, former Pogues bassist Cait O'Riordan wrote, “This whole show is an emotional journey.”

The 90-minute program has garnered over 3 million views, increasing the Museum's YouTube channel views and watch time by almost 3,000 percent and doubling the number of subscribers on the platform. Raising nearly \$600,000 on YouTube alone, the program's fundraising effort also helped to extend the Museum's mission of preserving the important cultural asset that is country music—reframed for a digital audience to experience in 2020 and beyond.

Our submission includes a three-minute trailer. The full show can be viewed here:

https://www.youtube.com/watch?v=dCKUUSntqWQ&t=1s&ab_channel=CountryMusicHallofFameandMuseum