



A workman (above) works on the new gift shop. At the right, women's committee members Nancy White (left) of Rochester, president of the committee, smiles as Crystal Thomas of West Bloomfield, manager of the shop, shows off a sweat shirt the shop will carry this season.



JOHN STORMZAND/staff photographer

# Taking the festival home

By Cathie Breidenbach  
special writer

**T**HE GIFT shop at the Meadow Brook Music Festival, which was wedged into a tiny eight foot area on Trumbull Terrace, will have expanded quarters this season when its new building is complete.

The new shop nestles into the hillside on the landscaped grounds between the terrace and Baldwin Pavilion and features cedar siding, sliding glass doors and a sloping overhang.

Jane Mosher, director of community relations and group sales for the festival, says the gift shop in its old location couldn't increase revenues without adding space to display the varied gifts popular with concert-goers. T-shirts sporting the music festival logo sell briskly year after year, so do um-

brellas and sweat shirts, stationery with notes dancing the boards, tote bags, and blankets.

This year the gift shop will be able to stock and display a wider variety of merchandise to please music buffs who want to buy a gift with a musical motif or want a memento to remember the expansive pleasure of music played in the open air on the rolling green grounds of Oakland University.

Members of the Festival Women's Committee operate the shop and donate its profits to the festival. Mosher explains that ticket sales for concerts cover only 80 percent of festival expenses and remaining revenues come from corporate fund drives, advertising in the program book, the Rochester Festival Club, gifts and grants, and from the hard-working efforts of the women's committee. Since 1980, the Meadow Brook Festival

Women's Committee has raised the substantial sum of \$350,000 for the festival.

**MOSHER STRESSES** that the committee really is a "working" organization. Each of its 100 members must work in the gift shop five nights each summer from six o'clock in the evening until the grounds close after the concert. They also work five nights selling raffle tickets for the car donated each season by one of the auto companies.

This year an elegant silver Lincoln Continental loaded with a CD player and a starlight roof will be raffled off to benefit the Meadow Brook Music Festival.

On any given night, three-to-four women work in the gift shop. Several more may be out on the grounds selling from a white cart with jaunty

green and white canopy while another contingent of workers persuades people to support the festival and take a chance at winning the display car gleaming in the sunshine.

On Aug. 23 the women's committee will sponsor its sixth annual benefit fashion show on the festival grounds. Benefactor tickets at \$50 each include lunch on Trumbull Terrace which will be canopied for the event.

A fashion-show-only ticket, for \$25, includes a tea that follows the presentation of the latest fall fashions by Jacobson's.

The women's committee began 10 years ago with 12 energetic women who resolved that it should be a working rather than a figurehead organization, so they set in motion money-making projects to benefit the Meadow Brook Music Festival.