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Jarrard Burch Foundation

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Nonprofit announces new name to honor its late founder

Jarrard Burch Foundation also unveils lineup for 21st Annual Songwriters Show Sept. 10

GAINESVILLE, Ga.- New name. Same song. The Jarrard Burch Foundation is proud to announce its new name to honor the nonprofit's founder and longtime supporter, the late Bruce Burch.

Established in 2001, Burch helped begin and fund a series of concerts, Bruce Burch and Friends Honor John Jarrard, in memory of his longtime friend and fellow country music songwriter Jarrard, who had recently died from diabetes complications. The foundation grew from those concerts into the John Jarrard Foundation, which annually organizes concert fundraisers that support songwriters and benefit area organizations that were close to Jarrard's heart.

Burch, who died in March after a long battle with leukemia, remained dedicated to the organization. Despite calling Nashville home, he served on its board of directors and regularly attended its events, including the 20th anniversary concert last fall.

"It'll be bittersweet to look out from the stage and not see Bruce's face during this year's show," said Jody Jackson, a longtime close friend of Bruce's who has served as the foundation's executive director since 2009. "But I can't help but smile thinking about how now, not only are Bruce and John reunited in a better place, but they're forever linked in both name and legacy, thanks to the support the foundation provides to others in our community."

Proceeds from the show (the foundation's major fundraiser) benefit area nonprofits and funds including Boys & Girls Clubs of Lanier, The Bruce Burch Experiential Learning Fund at the University of Georgia, Georgia Mountain Food Bank, Good News Clinics, Good News at Noon and Sisu Integrated Early Learning.

The 21st Annual Songwriters Show is scheduled for 6 p.m. Saturday, Sept. 10, on the Lawn at Midland Social (The Chair Factory), and will feature another award-winning lineup of hit songwriters including Chuck Cannon ("I Love the Way You Love Me," "How Do You Like Me Now"), Jeff Sevens ("Carrying Your Love With Me," "Someone Else Calling You Baby,"), Stephony Smith ("It's Your Love," "Johnny & June"), and others to be announced.

The show's popular format continues, which features the songwriters on stage together, performing several songs written by each artist, who share stories about how those tunes came to be.

"Bruce was beloved by so many people in Gainesville before he moved to Nashville and became a successful songwriter and music publisher. He returned to Gainesville over and over to make this concert and organization what it is today," said Leslie Miller, chair of the Jarrard Burch Foundation Board of Directors. "Our board didn't hesitate when deciding to rename the foundation, which wouldn't exist without his vision and dedication."

To learn more about the Jarrard Burch Foundation or for ticket and sponsorship information about the upcoming Songwriters Show, visit jarrardburchfoundation.com or call 770-710-9191.

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About Jarrard Burch Foundation

Songwriting legends John Jarrard and Bruce Burch dedicated themselves to spreading music and love to the world – both through their work and through their outlook on life. Cumulatively, John and Bruce wrote over 25 hit country songs recorded by some of country music's biggest names – Alabama, George Strait, Reba McEntire, George Jones, Loretta Lynn and more. The Jarrard Burch Foundation upholds their legacy by organizing live concerts to support songwriters and benefit charities in north Georgia that were closest to both John's and Bruce's hearts. Founded in 2001 in memory of Jarrard, a member of the Georgia Music Hall of Fame, our nonprofit organization keeps the love of song and songwriting at the forefront of our communities. And by combining the talents of many, the Jarrard Burch Foundation benefits so many more.