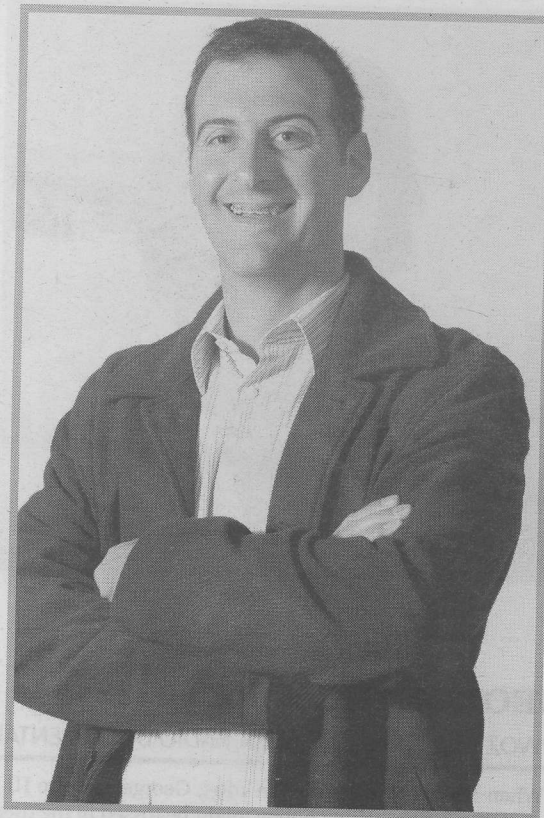


Todd A. Price
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"40 Under 40" Profile: Jared M. Zeller



JARED M. ZELLER, 32

MUSIC PROMOTER

On Memorial Day 2006, Jared Zeller and his Mothership Foundation launched the Bayou Boogaloo in Mid-City. Six thousand people came out to dance on the banks of Bayou St. John. "Originally I thought it would be a day where the residents here could take a break from rebuilding," Zeller says. "One day when people could put the hammer down, put the mask away and really enjoy where we live." The next year, he added a second stage of live music and the crowd grew to 15,000 people.

The music promoter actually had considered staging a festival before the levees broke. "My focus has always been ... on promoting local artists," he says. "I felt like Jazz Fest wasn't doing a good job of it. I felt like Voodoo Fest wasn't doing a good job of it, although they have changed that recently."

As the festival grows and becomes profitable, Zeller hopes to fund an after-school music program for Mid-City students. One day, he sees the Bayou Boogaloo partnering with City Park and the Greek Festival to make Mid-City a regional destination for Memorial Day. — Price