



JAM ROOM MUSIC FESTIVAL RETURNS WITH NEW LOCATION

Saturday, November 15 | Columbia, S.C. | Finlay Park

COLUMBIA, SC — September 19, 2025 — One of Columbia’s signature music traditions is getting a new stage. After more than a decade on Main Street, Jam Room Music Festival (JRMF) will make its Finlay Park debut on Saturday, November 15, coinciding with the park’s monumental grand re-opening weekend.

Presented by the Jam Room Foundation — with support from the City of Columbia and Richland County — the free, family-friendly festival will showcase live performances from ten local, regional, and national acts on two stages, including Finlay Park’s brand-new amphitheater, from 12 p.m. to 10 p.m.

“Jam Room Music Festival has always been about celebrating Columbia’s music culture and bringing people together downtown,” said JRMF Executive Director Jay Matheson. “We’re thrilled to bring the festival to Finlay Park and to be part of the opening weekend festivities. Touring the park this summer, we saw firsthand how the updates will make it an incredible asset for Columbia’s arts community and launch a new era of concerts in the park.”

Early highlights from this year’s lineup include:

- [Steve Ray Ladson](#) | Fresh off his golden-buzzer moment on America’s Got Talent, the Hopkins, SC native brings a powerful blend of blues, soul, country, and R&B to the hometown crowd.
- [Silkworm](#) | The cult indie-rock band, [celebrated in a 2013 documentary](#) with tributes from Steve Albini, Jeff Tweedy, and Stephen Malkmus, reunited this year for their first shows since 2005 and continue the run at JRMF.

Additional artists will be announced at a fundraising lineup-preview event at WeCo Bottle and Biergarten on Thursday, Oct. 9.

Located within walking distance of the Main Street District and The Vista, Finlay Park offers festival-goers easy access to Columbia’s dining and nightlife — with the Lincoln Street tunnel connecting visitors directly to the Vista.

The festival will also feature local food trucks and children's focused programming to kick off the festival at 12 p.m.

Partner events

Thursday, November 6 | Jam Room Music Festival x Nickelodeon Theater x Scratch and Spin Records Present: From Academy Award®-nominated director Amy Berg, "It's Never Over, Jeff Buckley" at The Nick for one special screening. Tickets on sale soon at nickelodeon.org

Friday, November 14 | Jam Room Music Fest Kickoff Concert at Art Bar | Lineup TBA

For sponsorship or volunteer opportunities, please email JamRoomMusicFestival.com

[Instagram](#) | [Facebook](#)

About Jam Room Music Festival: Celebrating its 12th year, Jam Room Music Festival celebrates local and regional talent, as well as nationally acclaimed acts, in an effort to highlight the arts scene and overall livability of central South Carolina. Jam Room Music Festival takes its name from the legendary Columbia recording studio. The festival takes place in downtown Columbia every year and has been free and open to all since its inception in 2012. Jam Room Music Festival is primarily funded by the City of Columbia and Richland County.

About the Finlay Park Grand Re-Opening: The City of Columbia will host a grand re-opening celebration of Finlay Park on Saturday, November 15, 2025, at 10:00 a.m., ahead of the Jam Room Music Festival. Mayor Daniel J. Rickenmann, City Council, City Manager Teresa Wilson, community leaders, and project partners will mark the completion of the park's \$25 million revitalization. The restored Finlay Park features an event lawn and stage, strolling gardens, amenity shelters, a spray play zone, a destination playground, enhanced accessibility, fitness & recreation courts, and the iconic fountain once again as its centerpiece. We welcome everyone to join us for this monumental community celebration.

###