

Jam For Cam's Relocation to Downtown Sparks Surge in Attendance and Fundraising

By Shea Brown

Jam For Cam, the yearly music festival hosted by Sigma Nu fraternity, saw a major increase in attendance and fundraising this year after relocating from Southern Brewing Company to the streets of downtown Athens, Georgia.

The festival began in 2018 in memory of Cameron Fearon, a University of Georgia student and Sigma Nu member who passed away from metastatic melanoma. The event has steadily grown, raising donations for the Melanoma Research Foundation and Camp Carolina, but this year's numbers soared after the move made it more accessible to the wider community.

When Jam For Cam first took place in 2018, attendees enjoyed music on the lawn of another Greek organization, Sigma Alpha Epsilon. In 2019, it moved to Southern Brewing Company, located about 10 minutes from campus. But in 2024, the brewery closed permanently, forcing organizers to cancel that year's event and find a new venue.

Dimitri Nakis, a recent UGA graduate who served as executive director of Jam For Cam for 2024-2025, recalled the closure. "When it closed, we were about to sign a \$100,000 contract with a band. We were maybe 24 to 48 hours away. We heard through a bar owner they had closed down, so we called them and they told us they were having trouble," Nakis said.

In early 2025, organizers decided to host the event downtown, promoting it under a new name, "Jam in the Streets."

"Originally, we were looking at Terrapin, the fairgrounds, and all these different things," Nakis said. "And we kind of decided to shoot for the stars and see if it was even possible to do it downtown."

The results of the move were explosive. According to the [Jam For Cam website](#) and an [Online Athens article](#), the event experienced a 114.3% increase in attendance from its debut numbers with over 15,000 people crowding the streets and more than \$500,000 raised.

Emma Levy, a fourth-year UGA communications major, has attended the event the past three years. "I thought it was such a good idea with the space. They had multiple stages for different artists, so you could kind of hop around," said Levy. She added that when the event was at the brewery, it was still fun but harder to access and not well known to people outside of Greek life.

With record-breaking donations this year, the Melanoma Research Foundation and Camp Carolina received large sums from Jam For Cam. While the organization does not disclose exact amounts, funds are split evenly between the two and a third charity that changes each year.

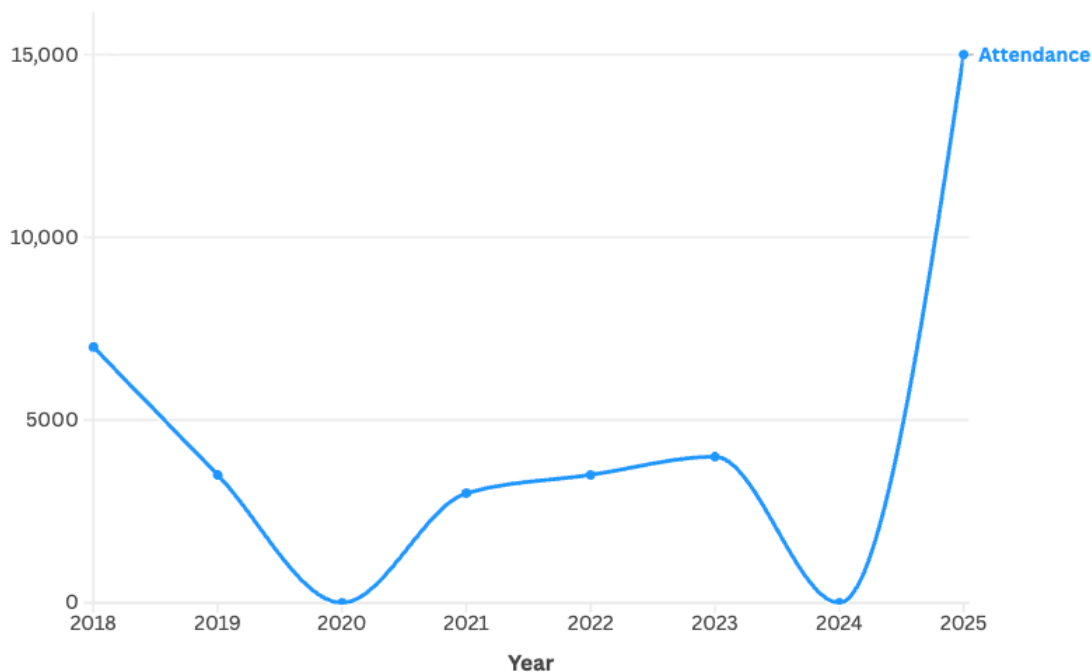
According to the Melanoma Research Foundation, donations fund research, education and advocacy, while money raised for Camp Carolina supports the Nath Thompson Scholarship Fund, which helps send children to camp who otherwise could not afford it.

Jam in the Streets will return downtown in spring 2026. Preparations are already underway as the Jam For Cam Instagram page recently posted a call for bands to reach out to be featured in next year's lineup.

Jam for Cam attendance skyrockets in 2025

Attendance at the Jam for Cam music festival experienced an explosive increase in attendance in 2025 after a relocation.

Attendance



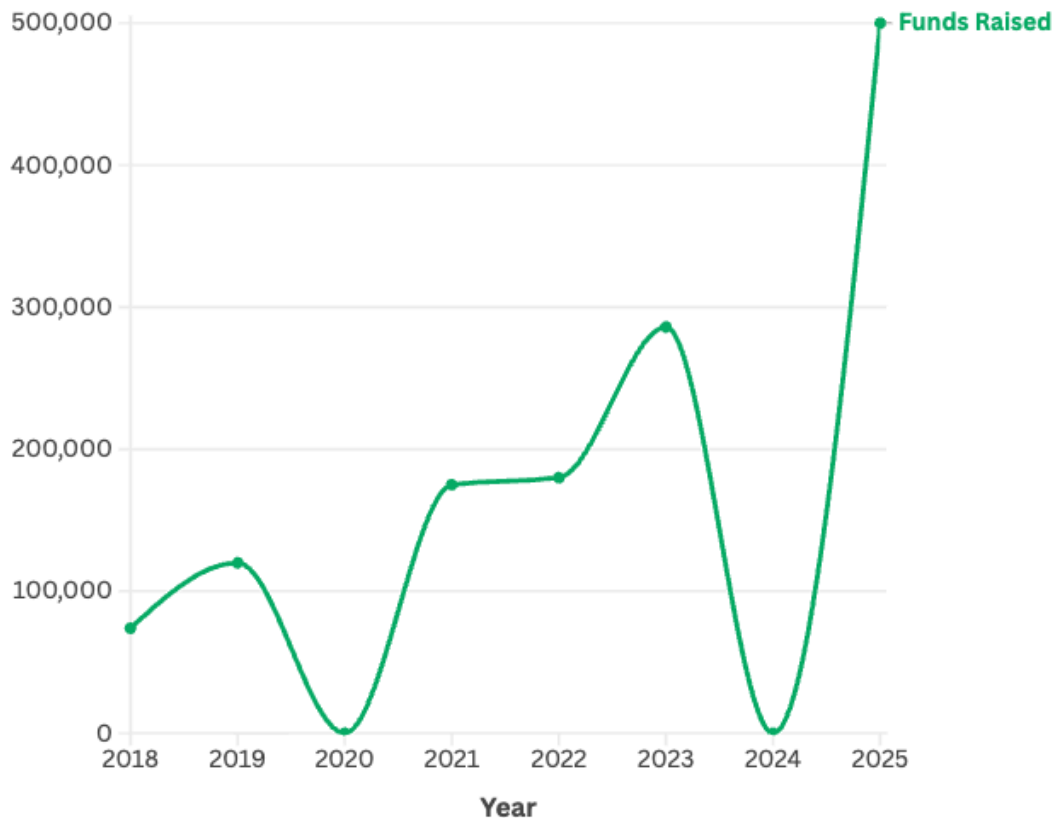
Source: Jam for Cam Website • Created by: Shea Brown

Link: <https://public.flourish.studio/visualisation/25399960/>

Jam for Cam Hits Record-Breaking Donations in 2025

Following its relocation and a significant rise in attendance, Jam for Cam achieved a record-breaking level of donations in 2025.

Funds Raised (in thousands of dollars)



Source: Jam for Cam Website • Created by: Shea Brown

Link: <https://public.flourish.studio/visualisation/25400644/>