YES/&

PRESS KIT

SAT NOV 21, 2026
DADALAB, EAST AUSTIN

ALL PROFITS TO CAPITAL AREA COUNSELING
YESANDATX.COM

01 PRESS RELEASE · 02 FACT SHEET · 03 BACKGROUNDER · 04 MEDIA ASSETS

YES/&

PRESS RELEASE
FOR IMMEDIATE RELEASE

MUSIC / CULTURE / MENTAL HEALTH

YES/& BRINGS AN ELECTRONIC MUSIC NIGHT TO EAST AUSTIN TO FUND AFFORDABLE THERAPY

Local DJs, a 180-degree projection room and a consent-first dance floor at dadaLab on Saturday, Nov. 21. All profits go to Capital Area Counseling.

AUSTIN, Texas, Oct. 9, 2026 · YES/&, a one-night electronic music and immersive visuals event, comes to dadaLab in East Austin on Saturday, Nov. 21, 2026, from 7 to 11 p.m. All profits go to Capital Area Counseling (CAC), a nonprofit that has offered sliding-scale therapy to Central Texans since 1980.

Austin DJs will play house, IDM, techno and drum and bass inside dadaLab's four-projector wrap, which runs 180 degrees across the front and side walls. Live VJs will build visuals in real time, with lights to match. The night is 18+ and alcohol-free, and capped at about 100 people so the room stays a dance floor, not a crowd.

The name comes from improv, where "yes, and" means accepting what's offered and building on it. YES/& applies that to a night out: guests get permission to be themselves on a consent-first dance floor. Consent-first means guests decide how they want to interact before anyone has to ask. Each person picks a color-coded wristband at the door that signals how social they want to be, and everyone in the room is asked to respect it, so nobody has to explain themselves.

> "Mental health care shouldn't depend on what you can afford. We wanted a night where people can let go, feel safe doing it, and know their ticket helps someone get in front of a therapist."
>
> Jonathan Earley, producer, YES/&

> "My therapist challenges me and makes me question a lot of things. It has helped a lot in my progress."
>
> Capital Area Counseling client (anonymous)

CAC was founded in 1980 by members of the Capital Area Psychological Association to meet Austin's need for low-cost psychological care. Sessions run $15 to $60 based on income and household size, and the clinic also trains the next generation of therapists. Demand is steady: CAC's waitlist runs anywhere from two weeks to three months.

The night's costs are covered by sponsors and the organizer, so ticket profits go to CAC. Guests who want to give more can buy a $40 supporter ticket.

EVENT DETAILS

WHEN	Saturday, Nov. 21, 2026, 7 to 11 p.m.
WHERE	dadaLab, 2008 Alexander Ave., Austin, TX 78722
MUSIC	House, IDM, techno and drum and bass from Austin DJs. Lineup announced Oct. 21 at yesandatx.com and @yesandatx

TICKETS	$15 early bird (through Oct. 31), $20 general, $40 supporter, $25 at the door. yesandatx.com
AGES	18+, alcohol-free
BENEFICIARY	Capital Area Counseling, cacaustin.org

ABOUT YES/&

YES/& is a one-night electronic music and immersive art event in East Austin, produced by Austin educator, designer and musician Jonathan Earley. Production costs are covered by sponsors and the organizer, and all profits go to affordable mental health care. More at yesandatx.com.

ABOUT CAPITAL AREA COUNSELING

Capital Area Counseling is an Austin nonprofit dedicated to providing affordable, accessible, high-quality mental health services to all Central Texans. Founded in 1980, CAC offers individual, couples, family, group and children's therapy in English and Spanish, in person and by telehealth, on a sliding scale. More at cacaustin.org.

MEDIA CONTACT

Jonathan Earley · jonathan.r.earley@gmail.com · (210) 920-0598 · @yesandatx
Capital Area Counseling: Jackie Marquez, Director of Marketing & Community Relations · Jackie@cacaustin.org · (512) 302-1000
Press passes, interviews, photos and logos on request.

# # #

YES/& AT A GLANCE

One night of electronic music and live visuals in East Austin. All profits go to affordable therapy.

WHAT	A one-night electronic music and immersive visuals event raising money for affordable mental health care
WHEN	Saturday, Nov. 21, 2026. Doors and music 7 p.m., last song 11 p.m.
WHERE	dadaLab, 2008 Alexander Ave., Austin, TX 78722 (East Austin). Run by dadageek, an Austin nonprofit for immersive artists and electronic musicians. Wheelchair accessible.
SOUND	House, IDM, techno and drum and bass from Austin DJs, on the venue's JBL system with QSC subs
VISUALS	Four projectors wrap 180 degrees across the front and side walls (7680 x 1080). Live VJs and DMX lighting all night.
LINEUP	Announced Oct. 21 at yesandatx.com and @yesandatx
NIGHT PLAN	7:00 Doors. Ambient and IDM opening set 7:30 Downtempo into house 8:00 House and IDM 9:00 Techno 10:00 Thank-you from the host and CAC 10:05 Drum and bass to close
TICKETS	$15 early bird (Oct. 9 to 31) · $20 general (Nov. 1 to 20) · $40 supporter · $25 at the door yesandatx.com
AGES	18+. Alcohol-free.
CAPACITY	About 100
THE IDEA	Named for the improv rule "yes, and": accept what's offered, then build on it. Guests get permission to be themselves on a consent-first dance floor: each person picks a color-coded wristband at the door that signals how social they want to be, and everyone is asked to respect it.
BENEFICIARY	Capital Area Counseling (CAC). Austin nonprofit, founded 1980. Sliding-scale therapy from $15 to $60 a session. EIN 74-0146929. cacaustin.org
MONEY	Costs are covered by sponsors and the organizer. All profits go to CAC.
PRODUCER	Jonathan Earley, Austin-based educator, designer and musician
ONLINE	yesandatx.com · @yesandatx · #yesandatx
PRESS CONTACT	Jonathan Earley · jonathan.r.earley@gmail.com · (210) 920-0598

SAY YES. THEN ADD SOMETHING.

Why an East Austin dance night is raising money for therapy, and how it's built to feel safe.

01 THE IDEA

In improv, "yes, and" is the first rule: accept what your scene partner offers, then add to it. Nobody gets shut down, and the scene keeps growing. YES/& borrows that rule for a night out. The goal is a room where people feel free to dance badly, dress loud, talk to strangers or keep to themselves, and know that any of those choices is fine.

What "consent-first" means

Permission only works when it comes with boundaries. Consent-first means guests decide how they want to interact before anyone has to ask. Each person picks a color-coded wristband at the door that signals how social they want to be, and everyone in the room is asked to respect it, so nobody has to explain themselves. A legend at the entrance and on the event page tells everyone what each color means.

02 THE CAUSE

All profits from YES/& go to Capital Area Counseling (CAC). Members of the Capital Area Psychological Association founded CAC in 1980 to meet Austin's need for low-cost psychological care. Today the nonprofit offers individual, couples, family, group and children's therapy, in English and Spanish, in person and by telehealth.

Sessions cost $15 to $60 based on income and household size. That price is the point, and it's also why demand is high: CAC's waitlist runs from two weeks to three months. CAC also trains new therapists, so donations support care today and the people who will provide it next.

> "My therapist challenges me and makes me question a lot of things. It has helped a lot in my progress."
>
> Capital Area Counseling client (anonymous)

Why a dance night?

The audience for a $20 electronic music night is mostly young adults. That's a group that often needs mental health care and is least able to pay full price for it. YES/& puts the fundraiser where they already are: on a dance floor.

03 THE ROOM

dadaLab is an East Austin venue run by dadageek, a local nonprofit that teaches and supports immersive artists and electronic musicians. Its main room has a 16 x 16 stage, a JBL sound system with QSC subs, and four projectors that wrap 180 degrees across the front and side walls. For YES/&, live VJs will run visuals all night, with DMX lighting to match. The room holds about 100 people for this event, so it feels full without being packed.

04 THE MUSIC

The night moves through four styles over four hours. It opens with ambient and IDM as doors open, warms into downtempo and house, peaks with techno, and closes with drum and bass. Every DJ is local to Austin. The full lineup will be announced Oct. 21 at yesandatx.com and on Instagram at @yesandatx.

05 THE PRODUCER

Jonathan Earley is an Austin-based educator, designer and musician who runs the creative studio Tealix Design. He conceived YES/&, designed its identity and website, and will play the opening set.

06 STORY ANGLES

Health and community

Affordable therapy waitlists run up to three months. Here's a night of local DJs raising money to help shorten them.

Music and culture

Austin's house, IDM, techno and drum and bass scene in a 180-degree projection room, for a cause.

Students and young adults

An 18+, alcohol-free night built around consent, where the wristband you pick tells people how social you want to be.

TV and video

A live DJ plus projection demo for a morning segment, or b-roll from setup and the night itself.

ASSETS AND COVERAGE INFO

Everything you need to run a story, a listing or a segment. Logos and the event poster are in the YES/& press zip, or on request.

LOGO



Color on dark (primary)



Black, for light backgrounds



White, for photos and dark

- Formats: SVG (scales to any size) and PNG. Short mark: Y/&.
- Please write the name as **YES/&** in headlines and copy. Spoken, it's "Yes And."
- Please don't stretch, recolor, outline or add effects to the logo.

COLORS

Night #170708	Paper #F3F2F5	Pink #EC4FD6	Lime #C8FA6A

IMAGES

POSTER	Event poster, in the press zip
VENUE PHOTOS	See dadaLab's Instagram, @dadalab.io, and website. dadaLab allows use with credit to both the artist and the photographer.
LINEUP GRAPHIC	Posted Oct. 21 at yesandatx.com and @yesandatx

COVERING THE EVENT

PRESS PASSES	One per outlet. Email Jonathan by Nov. 14 with your name and outlet.
INTERVIEWS	Jonathan Earley (producer) is available by phone, video or in person before the event. **Capital Area Counseling** Jackie Marquez, Director of Marketing & Community Relations · Jackie@cacaustin.org · (512) 302-1000 Jaime Telfeyan, Ph.D., LPC-S, NCC, Executive Director · jaime@cacaustin.org · (512) 433-9899
ON-SITE	Best photo moments: 8 to 10 p.m., when the room is full and visuals peak. Please respect guests' wristband signals and ask before close-up photos.
PRE-EVENT ACCESS	Load-in and visuals setup run 6 to 7 p.m. on Nov. 21. A projection preview for TV or video may be possible with advance notice.