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# Pink Bows Foundation

After losing their daughter in the 2021 Astroworld Festival crowd crush, Brian and Michelle Dubiski launched a foundation to help prevent similar disasters. Here, they share their journey and their vision for a safer live events industry.

**W**atching your two children go off to a concert for a fun evening out and only one return is a parent's worst nightmare.

That's the reality Brian and Michelle Dubiski, along with son Ty, have lived with since their daughter Madison was killed in the crowd crush at the 2021 Astroworld Festival in Houston, USA. She was one of ten people to have lost their lives that night.

In the months that followed, the family became determined to create something positive in Madison's name, and in May 2022, they launched the Pink Bows Foundation – an organisation dedicated to improving crowd safety through education, awareness, and industry collaboration.

**By Brian and Michelle Dubiski**

Losing our daughter has left a huge black hole in our lives. We were determined not to wallow in a dark place and endeavoured to focus our energies on creating a positive legacy and shining a light on the memory of our incredible daughter.

As the emotional fog lifted and we began assimilating the circumstances around our daughter's death, we knew we wanted to create a legacy in her name and create positive change. We launched Pink Bows Foundation to help make events safer through education, awareness, and funding activities that will reduce the likelihood of another tragedy.

We embarked on a global quest to research and identify the foremost experts in crowd safety. This pursuit led us to Steve Allen and Dr Mark Hamilton, both of whom also served as expert witnesses in the Astroworld investigation. Their vast



experience and knowledge in crowd safety management aligned with our vision to create an accredited and approved showstop procedure training course.

We can't live in the past, but we can learn from it.

Dr Hamilton's anecdotes from last year's Sir Paul McCartney world tour, which spanned multiple continents, indicated that there are still many concerts and events taking place without the appropriate decision-making architecture in place should an emergency arise. We're in agreement that there is a need for a globally standardised showstop procedure, to mitigate for the wide range of undesirable occurrences that can arise, from crowd crush and weather or structural failure through to active assailant, fire, and terrorism.

We are hearing an overwhelming consensus from industry professionals that it would be a positive development to have appropriately trained personnel for a showstop procedure. In addition to the legal obligations for duty of care and emergency preparedness, audiences expect people who are trained to fulfil these life safety critical roles.

Steve Allen has given us an incredible view into that position. He has implemented 32 successful showstops at events where life-threatening incidents were unfolding, resulting in neither death, injury, nor reputational damage.

The foundation has created invaluable support and relationships with international safety associations, such as the Event Safety Alliance, the UK Crowd Management Association, ESA Canada, and the Global Crowd Management Alliance, who are all supportive of a globally standardised showstop procedure and the Pink Bows Foundation mission.

A forklift driver has to have a ticket to work, so it makes perfect sense, does it not, that a person responsible for ultimately making a decision to save lives and stop a show needs to have accredited training to fulfil that role? This is why Pink Bows Foundation is supporting Showstop® Procedure courses.

We have met so many incredibly passionate, brilliant people in the live events industry. We're grateful to have received so much support and empathy to our situation. To have Sir Paul McCartney himself support what we are doing was especially amazing and humbling.

We are committed and steadfast in supporting the industry to make events safer, for the legacy of our daughter Madison.