



FOR IMMEDIATE RELEASE

CONTACT:

David N. Mitchell, Public Relations Manager
Office of Cultural Affairs
404.817.7957
DNMitchell@AtlantaGa.Gov

SAVE THE 32nd ANNUAL ATLANTA JAZZ FESTIVAL

The City of Atlanta looks for corporate heroes to “Save the Atlanta Jazz Festival” and help the Office of Cultural Affairs continue its 32 year history of preserving Jazz, America's only unique art form.

Refusing to let the music die, the City of Atlanta Office of Cultural Affairs is inviting area corporations to join our efforts to provide the community with this cultural experience.

The Atlanta Jazz Festival, an annual musical showcase, celebrates jazz legends and up-and-coming jazz greats in venues throughout metro Atlanta during the month of May and culminates in a 3-day music festival on Memorial Day Weekend. It is the mission of the Atlanta Jazz Festival to expose and entertain a diverse audience of jazz aficionados, young jazz enthusiasts and musical artists to the rich heritage and variety of jazz as an authentic form of traditional music. At its peak in 2007, the Atlanta Jazz Festival had an attendance of over 300,000 and contributed over \$20,000,000 to the economy of Atlanta and the State of Georgia.

Recent economic conditions and budget reductions threaten to interrupt a 32 year tradition of presenting authentic jazz to the residents and visitors of Atlanta. While city funding for the festival has been eliminated, local jazz enthusiasts and supporters of the Atlanta Jazz Festival overwhelmingly demand the continuation of what Atlanta Mayor Shirley Franklin has determined as “one of the city’s proudest traditions.”

"It really is a unique opportunity for an individual or a business to make a meaningful, long lasting and highly visible statement of the importance of the arts during these troubled times," says Mayor Shirley Franklin. "Jazz is America's indigenous art form and we have a responsibility to keep it alive for future generations."

This year’s festivities will be held throughout the month of May in three Atlanta neighborhoods over three consecutive weekends culminating over Memorial Day Weekend, May 23rd - 25th, in Grant Park, 840 Cherokee Drive at Sydney and Boulevard in historic East Atlanta. The Atlanta Jazz Festival will feature local and national jazz greats, a Neighborhood Jazz Series, Youth Jazz Band Competition, a Kids Zone, 31 Days of Jazz and many other family friendly events and activities.

"The festival will go on," Camille Russell Love declared. "We just need a few corporate superheroes that are passionate about jazz, committed to this community, and understand the importance of maintaining this tradition. While other cities have elected to charge admission for their jazz events, we are committed to making this festival free and accessible to everyone."

The 2009 Atlanta Jazz Festival will build on the success and heritage of previous festivals by continuing its expansion with a 31-day schedule. For more information about marketing your product or services through an Atlanta Jazz Festival Sponsorship opportunity, please contact David N. Mitchell, Public Relations Manager at 404-817-7957, or email DNMitchell@AtlantaGa.gov, or visit the website at www.atlantafestivals.com.