

March 31, 2015

FOR IMMEDIATE RELEASE

“ALFANO MOTORCARS PRESENTS: THE 2nd ANNUAL 2015 MERCEDES-BENZ SLO JAZZ FESTIVAL”

LIVE AT MISSION PLAZA IN SAN LUIS OBISPO, CA, ON MAY 16, 2015

March 31, 2015 – The SLO Jazz Festival announces the return of an exciting music festival for lovers of jazz music, San Luis Obispo, and life:

“Alfano Motorcars Presents: the 2nd Annual 2015 Mercedes-Benz SLO Jazz Festival” in the Mission Plaza at San Luis Obispo, May 16, 2015, from 11AM – 10PM.

The SLO Jazz Festival’s first headliner will be the **Joshua Redman Quartet with Aaron Goldberg, Reuben Rogers, and Marcus Gilmore**. One of the most esteemed and charismatic artists of his generation, Grammy Award Nominated saxophonist **Joshua Redman** “is unparalleled among horn players today” (*JazzTimes*).

The continued vision of SLO Jazz Festival is to include world-class jazz artists to celebrate jazz – an original American art-form – in all its artistry and imagination. The organization is concluding their final sponsorship drive before announcing the full line-up April 6. More acts to be announced soon. **Tickets** go on sale April 1 at all **Vallitix** locations, Boo Boo Records, and 1-888-825-5484.

The jazz festival’s title sponsors are two dynamic organizations with a history of supporting both jazz and the arts: Mercedes-Benz and the City of San Luis Obispo.

The SLO Jazz Festival is proud to announce their returning Presenting Sponsor, **Alfano Motorcars Mercedes-Benz**. With an expanding dealership in San Luis Obispo, Charlie Alfano said, “This is an event we are thrilled to support. As many of our customers are fans of jazz music, we consider sponsorship of the SLO Jazz Festival as another way to give back to our community and help with education. We again are proud to put our name on the SLO Jazz Festival for a 2nd straight year.”

To have **Mercedes-Benz** support the first SLO Jazz Festival is again an achievement. “Bringing an Internationally-recognized name, like Joshua Redman, who is known for his quality playing and high performance, fits with ‘the best or nothing’ Mercedes-Benz slogan and brand image,” Alfano continued.

GoDaddy, the world’s largest technology provider for small business, is a new sponsor this year, as the Signature Artist Series Sponsor for Joshua Redman. GoDaddy’s CEO, Blake Irving, is himself an accomplished drummer and jazz fan who has played with multiple Grammy winners. “Helping bring a musician as talented as Joshua Redman to the stage at this year’s SLO Jazz Festival is inspiring,” said Irving, who resides in San Luis Obispo. “Joshua is passionate, diverse and driven, like our GoDaddy small business customers. As an entrepreneur, as in jazz, you really have to love what you do and know how to improvise. This is going to be one heck of a great show and I’m stoked it’s all right here in SLO.”

“We voted unanimously to again support the SLO Jazz Festival. We believe the 2015 SLO Jazz Festival will further establish San Luis Obispo as a regional tourist center and attract visitors to stay in our wonderful hotels,” stated Molly Cano, Tourism Manager for the City of San Luis Obispo.

“We are pleased to bring you the 2nd Annual 2015 Mercedes-Benz SLO Jazz Festival,” stated Scott Andrews, Founder and Executive Director of the SLO Jazz Festival, a local non-profit created to bring quality jazz events, music education, and cultural awareness to San Luis Obispo, California. “We are thrilled to bring Joshua Redman Quartet to San Luis Obispo, and grateful for the opportunities presented by the festival’s sponsors. We have even more good news to share with you next week with the full lineup announcement for the SLO Jazz Festival.”

Organizations referenced in this Press release:

Joshua Redman is one of the most acclaimed and charismatic jazz artists to have emerged in the decade of the 1990s. Born in Berkeley, California, he is the son of legendary saxophonist Dewey Redman and dancer Renee Shedroff. In addition to his own projects, Redman has recorded and performed with musicians such as Dave Brubeck, Chick Corea, The Dave Matthews Band, Jack DeJohnette, Bill Frisell, Charlie Haden, Herbie Hancock, Roy Hargrove, Elvin Jones, Quincy Jones, B.B. King, Yo Yo Ma, Branford Marsalis, Christian McBride, John Medeski, Brad Mehldau, Pat Metheny, Marcus Miller, The Rolling Stones, The Roots, John Scofield, Soulive, McCoy Tyner, US3, Cedar Walton and Stevie Wonder. Joshua Redman has been nominated for 2 Grammys and has garnered top honors in critics and readers polls of DownBeat, The Village Voice and Rolling Stone. Learn more at www.joshuaredman.com.

Alfano Motorcars Inc., a Mercedes-Benz/Sprinter and Chevrolet dealership at 1423 Calle Joaquin in San Luis Obispo, with its sparkling new Mercedes-Benz showroom, featuring a state-of-the-art exhibition location commensurate with the Mercedes-Benz brand image. Alfano Motorcars’ staff treat each customer like a guest. The dealership offers San Luis Obispo car buyers a wide range of automobile buying choices which span from compact to luxury vehicles and the largest selection of pre-owned vehicles on the Central Coast. Learn more at www.alfanomotorcars.com.

GoDaddy: At GoDaddy, our mission is to radically shift the global economy toward small businesses by empowering their own ventures. With more than 13 million customers worldwide and 59 million domain names under management, GoDaddy gives small business owners the tools to name their idea, build a beautiful online presence, attract customers and manage their business. To learn more about the company, visit www.GoDaddy.com.

The **City of SLO** support is comprised from the Tourism Board of Improvement (TBID), created to bring visitors through events to attract tourism to San Luis Obispo and the Promotional Coordinating Committee (PCC), whose mission is to improve the quality of life for San Luis Obispo residents and visitors and to promote the city as a regional tourist and recreation center. Learn more about these partners at www.slocity.org and to book your stay visit www.sanluisobispovacations.com.

SLO Jazz Festival, Inc., is a 501(c)3 non-profit organization helping residents and patrons of San Luis Obispo celebrate the human spirit through jazz music, one event at a time. Featuring year-round events, including the Alfano Motorcars Presents: the 2nd Annual 2015 Mercedes-Benz SLO Jazz Festival on May 16, 2015. Proceeds from the jazz festival benefit the 2nd Annual 2015 Summer Jazz Workshop for our youth to learn jazz in a combo format. Our organization offers many more reasons to get involved, listen, donate, sponsor, and join as a member. Visit our website at www.slojazzfest.org for more details.

Visit www.slojazzfest.org for more information about the SLO Jazz Festival.

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