



*“Celebrating jazz and nurturing the human spirit, one event at a time.”
The 4th Annual 2017 SLO Jazz Festival in Mission Plaza
San Luis Obispo, CA on May 19-20, 2017*

FOR IMMEDIATE RELEASE

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2016 SLO Jazz Festival Sets New Standard for Improvisation

SAN LUIS OBISPO, CA: Question: What do jazz musicians do best? Answer: Improvise. On Saturday, May 14, 2016, Scott Andrews, Executive Director and Founder of the SLO Jazz Festival, proved just how important “improv” can be when he received a text message at noon from the group that was supposed to headline, saying it had to cancel its appearance due to challenges with their airline. A talented musician himself, Andrews assembled the other groups and his staff. Being some of the best and most experienced jazz musicians and festival producers, without a hiccup, they rearranged the lineup, including unscheduled participation by Andrews on saxophone with the band ZZAH, who returned to the main stage for a 2nd set. Legendary performers Airtto Moreira w/Eyedentity featuring Diana Purim and Pete Escovedo Latin Jazz Orchestra both agreed to perform later than originally scheduled. Both bands delivered electrifying performances and stepped up to truly “headline” the festival without a hitch. The audience enthusiastically embraced the changes, staying until the end of the concert, and telling everyone what a great time they had.

Andrews said, “This is what jazz is all about – improvising! The jazz festival is more than any one band, and those who enjoyed the high school combos, the talented college and local bands, and of course, our acts on the main stage all day long were blown away by the talent and amazing musicianship and entertaining performances. I am so proud of my team for keeping their cool through a crisis and especially for ZZAH, Airtto, and Mr. Escovedo’s band for delivering outstanding festival performances that we all will remember for a long time!”

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Photo Caption: Performing at the 2016 SLO Jazz Festival is some of the renowned Escovedo family featuring father Pete Escovedo (front center), flanked by son Juan Escovedo to his right and son Peter Michael Escovedo to his left.



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