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## ATLANTA JAZZ FESTIVAL EXTENDS GO GREEN INITIATIVE THROUGH NEW MOBILE APPLICATION

Partners with Uptown Magazine and DOT's 511Live to Deliver Best-in-Class Digital Experience

**ATLANTA, GA** (April 21, 2011) –Today the City of Atlanta Office of Cultural Affairs (OCA) announces the launch of *ATL Jazz Fest*<sup>®</sup>, the official mobile application for the 34<sup>th</sup> Annual Atlanta Jazz Festival (AJF). The app supports the AJF's Go Green Jazz initiative, which outlines its ongoing commitment to sustainability in areas of recycling, transportation, energy, event administration and operation. In addition to supporting sustainability goals, the apps will help the Atlanta Jazz Festival deliver information on-demand for a richer overall festival experience. Powered by Uptown Magazine, the free app will be available for download through iTunes or the Atlanta Jazz Festival web site in May.

"Now, more than ever, digital media is an integral part of how we communicate, explore, share and receive news and entertainment," said Atlanta Mayor Kasim Reed. "We have embraced this idea by incorporating mobile technology to give Atlanta residents and visitors the tools they need to truly enjoy the Festival. Ultimately, we want to inspire a love for jazz and an appreciation for its contributions to Atlanta and to the world."

In 2010, the success of AJF's sustainability efforts garnered a "Greener Festival" award, a designation given to fewer than ten festivals internationally. "Our goal is to create a greener festival that reduces, reuses and recycles as much as possible," said Camille Russell Love, Director, City of Atlanta Office of Cultural Affairs. "We have worked tirelessly to create a digital platform that helps minimize our impact on the environment, while also maximizing access to an authentic jazz experience."

Users are encouraged to use the app to get the most from the Festival's full range of programming, particularly 31 Days of Jazz, which showcases jazz at local partner venues throughout May. Key features of the *ATL Jazz Fest* app include the ability to:

- View performance schedules, including *31 Days of Jazz* and the daily line-up at Piedmont Park and Chastain Park Amphitheatre
- Get quick links to venues, artist information and iTunes store
- Upload images of vintage AJF posters for personalized wallpapers
- View maps of what's in the area and find how to get there
- Stay connected to AJF for real-time updates and Festival news
- Share and receive updates with social media networks

### **Mayor's Foursquare Challenge**

Another new feature of the Jazz Festival is our foursquare<sup>®</sup>, which lets attendees share recommendations, find nearby specials and "check in" at festival venues. Based on the number of check-ins, festival attendees may earn the designation of "Mayor" of the Atlanta Jazz Festival.

The Mayor of the Atlanta Jazz Festival venue and its 31 Days of Jazz events on foursquare will qualify for a special VIP jazz experience. Details are available at [www.atlantafestivals.com](http://www.atlantafestivals.com).

#### **Real Time Traffic and Parking Info**

To extend the benefits of its new app, the AJF is also partnering with [511Live](#) a mobile solutions provider to the Georgia Department of Transportation. As a new feature to the NaviGator 511 system, the app provides real-time, location-based traveler information on Georgia's highways. Users can link directly from *ATL Jazz Fest*® to 511Navigator and check open parking lot status, get traffic and incident updates, and find alternate routes in and around festival venues.

#### **Mobile Apps and Community**

According to the Pew Research Center, 43% of adult cell users now have apps on their phones. Those who get local news and information on mobile devices are more likely than others to feel they can have an impact on their communities. Of the more than 19 Billion apps downloaded to date, the most popular ones provide some form of entertainment (music, food, travel) and/or help people find information to accomplish tasks (maps, weather).

#### **ABOUT THE ATLANTA JAZZ FESTIVAL**

Produced by the City of Atlanta Office of Cultural Affairs, the Atlanta Jazz Festival strives to expose and entertain a diverse audience of jazz aficionados, young jazz enthusiasts and musical artists to the rich heritage and full scope of jazz as an authentic form of traditional music. The Atlanta Jazz Festival builds on the success and heritage of previous festivals by continuing its expansion with a 31-day schedule. For 34 years, the festival has brought to Atlanta world-renowned performers such as Herbie Hancock, Miles Davis, Etta James, Hiroshima, The Neville Brothers, Al Jarreau, Branford Marsalis & Winton Marsalis, Nina Simon and Dizzy Gillespie.

The 2011 Atlanta Jazz Festival is grateful for the support of its sponsors and partners: Anheuser Busch Inc., Georgia Power, Grey Goose Vodka, MARTA, Publix SuperMarkets, The Coca-Cola Company, Travelocity, Uptown Magazine, Xfinity, Federal Home Loan Bank, American Family Insurance, Glamour Paws, Italia, Batson-Cook, Lanier Parking, Loews Atlanta Hotel, Macy's, Remix Recycling, Southern Pianos, The Starfire Group, The VIP Room Design Studio, Atlanta DayBook, Atlanta Inquirer, Atlanta Party Starters, Atlanta Tribune, AtlantaJazz.Info, Candid Jazz, Insite, JAZZIZ, JS108 Atlanta, PINK, Spotlight Atlanta, The Rigsby Group, WRFG 89.3, 19<sup>th</sup> Hole Magazine, Live Nation.

The Atlanta Jazz Festival is a program of the City of Atlanta Office of Cultural Affairs, a division of the Department of Parks, Recreation and Cultural Affairs. For more information about the 34<sup>th</sup> Annual Atlanta Jazz Festival, please visit [www.atlantafestivals.com](http://www.atlantafestivals.com).

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