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Brampton Welcomes Art Of Jazz Festival In 2011

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Brampton - Brampton City Council this afternoon approved funding for a jazz festival to be held next summer in downtown Brampton. The City will be a host sponsor for the Art of Jazz Global Jazz Village, August 11-14, 2011.

"What an opportunity for residents and visitors to experience our vibrant downtown," says Mayor Susan Fennell. "A premier jazz festival will benefit the economy, attract tourism, and raise the profile of the City of Brampton."

Council approved the City to enter into an agreement to provide a grant of \$50,000 to the Art of Jazz toward marketing the festival. The City will also provide municipal services and facilities to support the event. This decision was made following a series of collaborative event planning meetings between the City, the Art of Jazz, Brampton Arts Council, and the Brampton Downtown Development Corporation, to determine the possibility of attracting and hosting a jazz festival in the downtown.

"When the Art of Jazz approached me with this idea, it was apparent that this is the sort of activity we wanted to attract to our Downtown," says Regional Councillor Grant Gibson. "This project has the potential to attract 26,000 people from Brampton, the GTA and beyond and could generate more than \$3 million for the regional economy in direct and indirect spending."

"We believe that the Art of Jazz Global Jazz Village can be a positive force to continue to raise awareness of arts and culture in the City of Brampton," says Bonnie Lester, President, Art of Jazz. "The festival will bring the best to the region, stimulating local talent, and help make Brampton a major magnet for creative industries."

Art of Jazz is a not-for-profit organization, founded in 2005, dedicated to jazz education and performance. Through enriched educational activities and innovative live musical performances, Art of Jazz celebrates the rich heritage, art of improvisation, talent and discipline that are the heart and soul of jazz.

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