

**Uptown Jazz Dallas International Jazz Festival (IJF)  
announces Jazz Up Dallas, an Official venue concept of the  
Festival debuting as part of Gilley's Entertainment Complex,  
Friday, April 1st**

DALLAS, TX, March 14, 2011, -- Uptown Jazz Dallas International Jazz Festival (IJF), the planned top-tier music, food, fashion, film and arts festival, today announced the introduction of Jazz Up Dallas, an 'official' venue concept of the festival to be presented in conjunction with Gilley's Dallas. The collaboration between the Festival and Gilley's Dallas is part of a strategy to begin engaging the community through Jazz Up DFW, the Festival's promotions arm. Jazz Up Dallas will debut in the Brazos Room of the Gilley's Complex Friday and Saturday, April 1st and 2nd, as the Festival also introduces the *1st Annual Dallas Jazz Week*. Dallas Jazz Week (April 1-10) is a collaboration of the Festival with Sammons Center for the Arts and brings together the area's top jazz venues and arts organizations for a great 'week of jazz' in observance Jazz Appreciation Month which also runs through April.

"We're excited to be able to share the news of these initiatives", says, Keith Hill, Founder of Uptown Jazz Dallas IJF. "Our original plan was to introduce this venue concept after the festival was presented in it's Year One debut (still in business development), but, our friends here at Gilley's Dallas see Jazz Up Dallas as viable concept that should be introduced now. Together, between our enthusiasm and resources we intend to make this a great live jazz venue within this well-established entertainment complex. It just makes sense for us. It's centrally located in Downtown Dallas near the convention center and it's built for live entertainment and social interactivity which is what the Festival is all about."

Jazz Up Dallas will be focused on presenting top jazz and soul performers, great food along with premium wines, beers, champagnes and liquors. It will also be home to the areas top

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musicians in the jazz and soul genre. Hill continues, “ One of the main reasons for introducing this venue concept is for true jazz and soul music to have a place that everyone can look to. In addition, it allows us to introduce programming that is a major component of the outdoor Festival experience. People can look forward to our annual productions like Jazz Up Taste Tour, which is a showcase of top chefs, restaurants, wines, beers and liquors, and of course, live jazz performances. Then there’s our Uptown Jazz Dallas ‘Court of Arts’ exhibitor showcase which is focused on giving North Texas arts and crafts professionals a place under the Festival banner.”

In addition to the annual productions, *Jazz Up Dallas* will also feature monthly wine & food pairings, membership programs and more all undergirded by the Festival’s Official Social Network, UptownJazzDallas.com, which is now populating with it’s most passionate followers. For more information about the Festival, the debut of *Jazz Up Dallas*, the *1st Annual Dallas Jazz Week*, and to join the official social network go to [www.UptownJazzDallas.com](http://www.UptownJazzDallas.com). All ticket information and event schedules are listed and updated regularly.

*Jazz Up Dallas in the Brazos Room* will debut Friday, April 1st, and Saturday, April 2nd at 8 pm, and will initially be open on Friday’s and Saturday’s only. Subsequent programming will bring other days online as the venue gets traction with the public. *Jazz Up Dallas* is also available for corporate and private events. For inquiries, [jazzup@uptownjazzdallas.com](mailto:jazzup@uptownjazzdallas.com) or 214.702.4286

### **About Uptown Jazz Dallas International Jazz Festival**

The festival is owned and being developed by Uptown Jazz Dallas, LLC which was Founded by Keith Hill, a Dallas native, producer and creative solutions provider. The company was formed specifically to produce North Texas’ first top-tier music, food, fashion, film and arts festival. The company has positioned a high-end communications platform to support the festival that consists of a social network (UptownJazzDallas.com), a ‘digital only’ magazine Uptown Jazz Dallas Online Magazine, a web-streaming channel (UptownJazzDallasLIVE), and a robust presence on popular networks, Facebook, Twitter, YouTube and MySpace. A Pre-festival count shows a growing fan base of 14,400+. In addition, the Festival is being positioned as the most upscale of it’s kind in the country. All products and brand names are properties of Uptown Jazz Dallas, LLC. For more information visit [www.UptownJazzDallas.com](http://www.UptownJazzDallas.com)