

JAZZblastdfw

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an Interactive ePublication of UPTOWN JAZZ DALLAS, LLC

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MEDIA ALERT

Uptown Jazz Dallas announces new interactive ePublication, Jazz BlastDFW

“Exclusive” online publication leverages power of Festival organization’s communications platform to support North Texas jazz community and beyond

DALLAS, TX, September 13, 2014, -- Uptown Jazz Dallas, the international jazz festival organization today announced plans to introduce it’s innovative new ePublication called Jazz BlastDFW, Monday, September 16th, 2013.

“We’ve seen our communications platform grow around our proprietary social network, UptownJazzDallas.com to the point where we see a vibrant community of jazz lovers”, states Keith Hill, Founder of Uptown Jazz Dallas. “In seeing our online presence reach 19,000+ lovers of our jazz movement, we’ve also recognized a void. That void is centered around the flow of information about new music, venues and jazz/soul experiences in our region and abroad. Because of the internet, everything is seriously fragmented. We’re addressing a need to help the jazz community with this new ePublication.”

Central to Jazz BlastDFW’s mission is that it will operate as a promotions tool for jazz artists, venues and promoters to inexpensively advertise in a cutting-edge online publication that allows them to deliver their messages and content in an unprecedented fashion. Hill explains, “You know, we’re all accessing information at the speed of thought. The ‘information superhighway’ is a beast! Imagine being a recording artist that has a great project. You’re fully invested in the thing. But, reaching enough people so you can sell your CDs is a daunting task. For many of them, it’s about being heard or seen. The same can be said about venues and promoters that offer jazz to the community. It’s all about getting the word out to enough folks to be noticed. So, your business, whatever that may be, can be viable. Imagine clicking on the publication and as you go through the pages you’re hearing the music of an artist’s new CD. Or, seeing a venue’s upcoming concert in a video

Jazz BlastDFW, continued.....

presentation. Or, being able to take your advertising to another level all from within one page. We think this is amazing! And, from the looks of it, this is going to help. Our debut Issue is 'sold out'!

The public will see Jazz BlastDFW debut online Monday, September 16th, across Uptown Jazz Dallas' entire social networking platform. UptownJazzDallas.com will host the ePublication on it's FrontPage, but the power of the publication is in it's viral nature. It will be 'blasted', embedded and linked across Uptown Jazz Dallas' platforms on Facebook, Pinterest, Twitter, New MySpace, Google+, and Reverbnation, in addition to, to wherever an Issue's links are shared by an advertiser or whoever encounters the publication. It's one Blast for all!

All musicians, venues and promoters that want to reach an ethnically diverse audience of affluent, upscale enthusiasts with a taste for jazz and soul, should inquire about the very affordable rates of Jazz BlastDFW by emailing jazzup@uptownjazzdallas.com or calling 214.702.4286 for more information.

About Uptown Jazz Dallas

Is the premiere jazz presenter in North Texas with a mission to deliver North Texas' first top-tier international jazz festival focused on music, food, fashion, film and the arts. The Festival's fan-base is populating socially at UptownJazzDallas.com, the official network and hub of the company. Through it's Community Partner Program, the organization presents major jazz programming like Uptown Jazz Dallas Live on the Lawn at Klyde Warren Park which operates as the Park's major jazz series. Uptown Jazz Dallas Live presents a 'residency' program via it's Venue Partner Program throughout the calendar year.

For more information visit and join www.UptownJazzDallas.com