

FOR IMMEDIATE RELEASE:



AEG LIVE & SONOMA JAZZ PLUS TO COLLABORATE ON 2011 FESTIVAL

Sonoma, CA – December 7, 2010 – **Sonoma Jazz +** (www.sonomajazz.org) and **AEG Live** (www.AEGLive.com), the world's second largest live entertainment, concert promotion and touring companies, have entered into a multi-year agreement to collaborate in the programming of the **May 20–22** Sonoma Jazz + festival and SJ+ sister festival in Aspen, Colorado Sept. 2- 4. Per the agreement, Los Angeles-based AEG Live will assume a lead role in programming of the two festivals, while the JAZZ ASPEN SNOWMASS (JAS) team will continue to operate the festivals day to day on the ground. The three day festival, for the first time this year, will finish with a Sunday afternoon concert on May 22 taking place at 4pm.

Sonoma Jazz + has also completed a new three-year presenting rights agreement with **Union Bank** (www.UnionBank.com), a Founding Sponsor of the event, which will result in the festival now being known as **Sonoma Jazz + Presented By Union Bank**.

SJ+ is pleased to announce 2010 contributions of \$50,000 to support SJ+ In-Schools Music Education Programs taking place in Sonoma Valley Public Schools. Combined with additional 2010 support from BR Cohn Charity Events (www.brcohn.com), SJ+ will be able to maintain its full programs for the remainder of the 2010- 2011 school year.

“Innovation, creativity and education are values we share deeply with Sonoma Jazz +,” said **Arthur Smith**, chief marketing officer, Union Bank, Inc. “Continued sponsorship for the festival and reinvesting in musical education for children in Sonoma is a very natural decision for us. For the past six (6) years, we’ve worked with Sonoma Jazz + to bring world-class music to the Sonoma Valley and help keep music alive in its classrooms.”

Jim Horowitz, President/CEO of JAS/SJ+, said “the opportunity to work with AEG Live to take Sonoma Jazz + to the next level of artistic programming is one of the most exciting developments in the history of our organization. As the music industry has consolidated in recent years and with the explosion of major music festivals nationally and internationally, SJ+, as an independent organization, has been increasingly challenged to consistently deliver the A level talent which our markets and audiences demand. We feel strongly that with AEG Live’s track record as one of the nation’s major concert presenters (7000 concerts worldwide annually including the famed Coachella Music & Arts Festival and New Orleans Jazz & Heritage Festival), we will have the opportunity now to be part of the discussion on more major artist visits to the Bay Area at the outset of planning for the busy spring/summer season.”

Horowitz added, “Additionally, we are impressed with AEG Live’s exemplary track record in collaborating with the not-for-profit New Orleans Jazz & Heritage Festival, which offers us an excellent road map and confidence to guide our own working relationship with AEG Live going forward. Finally, we believe that JAS will over time be able to build its corporate sponsorship for the Sonoma festival by joining our event to the many premier festivals and properties which AEG markets to companies worldwide.”

2011 Sonoma Jazz + Patron Passes and Memberships are available now. For more information on these packages, the new AEG Live partnership, SJ+ education programs and more please visit www.sonomajazz.org or call 866-468-8355. General admission tickets for the 2011 Sonoma festival will go on sale in early 2011.

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