

**FOR IMMEDIATE RELEASE: Oct. 15, 2008**

**SONOMA JAZZ PLUS ANNOUNCES \$110,000+  
for Music Education Programs in 08-09**

***Jazz Aspen Snowmass (JAS) Steps Up & Takes the Reins***

***Sonoma Residents Darius Anderson, Steve Page & Bruce Cohn  
Join Leadership Team  
KEEP IT ROLLIN' 09!***

Sonoma Jazz + Honorary Chair **Stephanie Pugash** of Tiburon and SJ+ Executive Producer **Jim Horowitz** of Jazz Aspen Snowmass (JAS) announced today that the 2008 Sonoma Jazz + festival will contribute over \$110,000 to its '08-'09 music education programs, including such growing initiatives as the annual High School Musical (Hairspray in '08), the 3<sup>rd</sup> Grade Drumming Workshop, Instrument Donations, professional musician residencies and Tickets for Teachers. Stephanie Pugash comments "Thanks to the continued generosity of our friends, patrons and corporate sponsors, we are able to continue to fund our Sonoma Jazz + Music in Schools education programs." Mr. Horowitz notes "Under the leadership of Suzanne Brangham, Laura Zimmerman and local music educator Bob Gossett, and with the support of private entities such as the Pugash Family Foundation and the **Ledson Family Harmony Foundation**, SJ+ has been able to contribute over \$400,000 to date in establishing these crucial music education programs, and we plan to expand these programs and develop new initiatives in the years to come." SJ+ has also **contributed over \$100,000 to the Field of Dreams** to date to support the year-round softball and baseball league programs for Sonoma youth, through its annual lease payments to FOD for use of the field on 1<sup>st</sup> St. West for the festival grounds.

With the original five (5) year Founding Grant from the Pugash family to SJ+ drawing to a close in 2009, Jazz Aspen Snowmass (JAS) is stepping into the principal leadership role of SJ+ in this important transitional year. JAS and SJ+ will merge key staff and operations, offer corporate sponsors and patrons of the respective festivals benefits across each sister property, and, develop new synergies between the Aspen and California Boards of Directors as SJ+ seeks to aggressively build its base of support beyond Sonoma's city limits in the years to come. The Chairman of JAS, John Provine said "We believe in

Sonoma Jazz + and JAS is committed to doing everything in our power to help insure the prosperity and health of SJ+ in the coming years.”

Stephanie Pugash and her late **husband James Z. Pugash** helped found the festival in 2005 and led the festival in its first four years both as founding benefactors and as chairpersons. The Pugash family will remain the major benefactor of Sonoma Jazz + for the 2009 festival and Stephanie Pugash will serve as the Honorary Chair. Ms. Pugash is pleased to announce that **Darius Anderson** will be taking over the role as Chairman for the upcoming 2009 Festival. Stephanie Pugash comments “I am delighted that Darius is stepping into this leadership role for the Festival. He is talented and perfectly suited for this task, and he has my full support for the coming season. Darius is a personal friend and served with us on the SJ+ board last year, and he will make it a special priority to continue to build a Board of Directors clearly led by Sonoman’s, but with the active participation of individuals from Marin County, SF, the East Bay, Napa and even Los Angeles or Aspen. We believe it is essential for the long term viability and growth of SJ+ that strong , local leadership be involved in the stewardship of the festival.”

Jim Horowitz , the President/CEO of JAS, commented “ The Pugash Family Foundation, under Jim and Stephanie’s leadership, were the fuel that drove Sonoma Jazz from vision to reality. We now begin the transition that Jim and Stephanie dreamed about from the outset ....where SJ+ would be embraced and fully sustained by the community of Sonoma and the surrounding Bay Area, and a new generation of leadership would emerge to help Sonoma Jazz+ achieve permanent institutional status, and fulfill its great promise ....as a cherished regional, cultural and economic powerhouse, an international icon of California Wine Country and an annual contributor to local and vital music education programs in Sonoma Valley. It’s time to take Sonoma Jazz + to the next level, and honor the spectacular commitment of the Pugash family in helping to launch this wonderful festival.”

**The new SJ+ Chairman of the Board Darius Anderson** says, "I am honored to be building on what Stephanie, Jim Pugash and Jim Horowitz and Jazz Aspen Snowmass have created. The future looks very bright for Sonoma Jazz + in its 2009 Festival and beyond."

Along with Mr. Anderson, the Executive Committee of SJ+ will also include longtime SJ+ Board members **Suzanne Brangham** and two founding

Trustees of the festival: **Kathleen Grieve** of Sonoma and **Andy Bloch** of Tiburon. The Board of Directors will include other important members of the local community including **Steve Page, Bruce Cohn** and **Terry Cosgrove**, with additional members to be announced this fall. SJ+ is also working to engage some key members of the Sonoma Valley Vintner community to participate at the Board level and is engaged in preliminary talks with the SVVGA to explore opportunities for members to be part of a prestigious consortium of Valley wineries who will be involved in both the Sonoma and Aspen festivals.

As part of the future expansion of SJ+ In-School music education programs, **BR Cohn Charities & SJ+ will collaborate on a three-year music education** initiative commencing in the 09-10 school year, with details to be announced this spring.

Sonoma residents **Melanie Schwartz and Jane Clark will join the SJ+ operating team collaborating with JAS** in directing the organization's year-round efforts in patron fundraising and corporate sponsorship, respectively.

Sonoma Jazz + principal corporate sponsors include the Union Bank of CA, Hearststone and the Media News Group family of newspapers including the Marin IJ, Oakland Tribune, San Jose Mercury News and Contra Costa Times, and Sherman-Clay Pianos of SF.

SJ+ is additionally supported by a faithful and generous group of local and Bay area patrons, and volunteers, whose annual contributions are essential to maintaining the world-class artistic and education programs of the festival.

The prestigious Sonoma Jazz + festival takes place each Memorial Day weekend in downtown Sonoma at the Field of Dreams and has included performances by such luminaries as **Harry Connick, Jr., Diana Krall, Tony Bennett, Steve Winwood, Natalie Cole, BB King, Boz Scaggs, Smoky Robinson, Dianne Reeves, Al Jarreau, and many others**, in its spectacular 3800 seat tent.

For further information please call 866-468-8355 or visit [sonomajazz.org](http://sonomajazz.org)  
The 2009 festival dates are Thurs – Sunday May 21 - 24

**“ As Good as it Gets “ Napa County Register**

**“ High Powered “ SF Chronicle**

**“ The Mondavi of Wine Country Music festivals “ San Jose Mercury  
News**

**“ Smash Success “ Oakland Tribune**