

FOR IMMEDIATE RELEASE

THE 29TH ANNUAL LONG BEACH JAZZ FESTIVAL ANNOUNCES GERALD ALBRIGHT AND JONATHAN BUTLER AS HEADLINERS

Jazz Legends To Take The Stage On Friday After Michael Franks Drops Out Due To Illness

WHAT: The 29th Annual Long Beach Jazz Festival

WHEN: August 12th, 13th, 14th, 2016

WHERE: Rainbow Lagoon Park
E Shoreline Dr., Long Beach, CA 90802

TICKETS: Range from \$55-\$200
Tickets are available through **Rainbow Promotions, LLC** at (562) 424-0013 or
Online at <http://bit.ly/LongBeachJazzFestival>

MEDIA FEATURES/CREDENTIALS:
KimiRhochelle / Media@krprmedia.com



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*Los Angeles, CA, August 10, 2016 (Long Beach, CA)*—The Long Beach Jazz Festival, one of the largest festivals in Southern California, announces jazz legends Gerald Albright and Jonathan Butler as headliners after Michael Franks is forced to drop out due to a severe case of the flu.



**Michael Franks**

17 hrs · 🌐

From the Office: With regret, Michael is forced to cancel his Long Beach and Richmond appearances this weekend under doctor's orders. He has been advised to remain in bed to recover from the flu. In his 43 years of touring and performing all over the world, this is only the second time he has had to cancel a show. He sends his love and looks forward to seeing you all soon.

The festival kicks off on Friday, August 1, 2016 at the Rainbow Lagoon Park, in Long Beach., keeping the focus on jazz. Artists featured are rooted in JAZZ in all its forms-- mainstream... contemporary... fusion... IT'S ALL ABOUT JAZZ—jazz lightly spiced with R&B, funk, soul, gospel and blues. It's a Jazz Feast promising something for everyone: cool, hot, swingin', full of jazzy improvisation, catchy melodies and funky grooves.

**For 3 days, Rainbow Promotions, LLC** will again transform Rainbow Lagoon Park into a unique environment energized with music, food, health awareness and that special jazz fest ambience. ALWAYS DECLARED the *Crème de la Crème of Southern California's festivals*, August 12, 13, 14, 2016, #LBJazzFest will bring its class, sophistication and musical magic like no other!

Attendees will also experience “**A Healthy Taste of Jazz**” at the **Health & Wellness Pavilion** where the focus is on nourishing mind, body, and soul. The event features renowned musical artists, wellness speakers and leaders, treatment centers,

vendors and healthy food options. Festival attendees are offered tools for creating a healthier lifestyle. Information and experiences are available to help festival goers feel more energized, focused and de-stressed.

For that **Special Festival Experience**, **VIP attendees** are provided premiere services: a three-course dinner service with linens, a personal waiter, wine, and access to VIP amenities.

In addition, **luxurious, private cabanas** have become increasingly popular with jazz patrons. They are furnished, can accommodate up to 6 people, and come with a personal bar-service attendant. Each cabana guest receives a **Complimentary Souvenir Program** and access to VIP amenities. To purchase a cabana, you must call Rainbow Promotions, LLC office directly at 562.424.0013.

The Long Beach Jazz Festival is known for hosting top global brands for a weekend of great music, rich cultural experiences, celebrity meet and greets, unmatched consumer engagement experiences each day, and activations that directly connect to the community and align with its values. At this year's event, attendees will have the opportunity to experience their favorite jazz musicians who will be on full display each day. In addition, attendees will have a chance to purchase official merchandise and for those with VIP access, an opportunity to engage with celebrities and personalities backstage.

*"We are excited to bring new and exciting experiences to complement our music programming," said Kimberly Benoit, President of Rainbow Promotions LLC. "With more than several thousand attendees visiting Long Beach throughout the weekend, we've created unique experiences and entertainment tailored to our audience with the help of our sponsors. This will truly be a celebration of how far we've come in the last twenty-nine years."*

**The 29<sup>th</sup> Annual Long Beach Jazz Festival, Southern California's longest running festival, offers 3 days of the best in music and ambience.** THE MOST TALKED ABOUT, THE MOST RECOGNIZED and THE PREMIER JAZZ FESTIVAL IN SOUTHERN CALIFORNIA is sponsored by CBS2/KCAL9, McDonald's, Union Bank, Stella Artois, Payne Pest Management, Norwegian, EventNetUSA.

#### **SPONSORS:**

##### **TOYOTA**

- Experience the Toyota Mirai at the 29<sup>th</sup> Long Beach Festival with a fully customized VR Experience and learn about the green technology that made the Mirai Gold Winner for 2016 Global Green Car
- Don't forget to stop by the Toyota booth to play interactive games and register for a chance to win prizes!

##### **CBS2's: Mobile Weather Lab**

- The Mobile Weather Lab is equipped with advanced radar equipment and cameras to give you a live look at Southern California weather.

##### **MCDONALD'S®**

- Visit the McDonald's booth to participate in different activities & games during the weekend that will educate attendees on the new Signature Burgers and Chicken Sandwiches, the delicious Breakfast Bowls and McCafé Smoothies & Fruit 'n Yogurt Parfaits now made with Chobani® Greek Yogurt
- Come talk to our on-site nutritionist at the Health & Wellness Pavilion educating festival patrons on leading a healthy lifestyle

##### **ANHEUSER-BUSCH (STELLA ARTOIS):**

- Anheuser-Busch (Stella Artois) elevates the hosted moment with a custom-made airstream! Stop by and talk to one of our ambassadors about tips on how to host a beautiful reception.
- Capture and share each moment with customized GIFs using the Stella Artois "Host Beautifully" app.

##### **OWNERS.COM**

- Join us at our display and learn how you can buy and sell property online!
- Capture a picture in front of a 3D Chalk Art display of a pool and share it with a specific hashtag for the chance to win a \$100 Home Depot gift card or try your luck at the spin-wheel for [owners.com](http://owners.com) swag and \$25 gift cards
- Please speak to one of our representatives for additional information on products and services [owners.com](http://owners.com) has to offer

##### **NORWEGIAN AIRLINES**

- Norwegian Airlines and Rainbow Promotions are partnering to give one lucky jazz fan a trip of a lifetime! Please follow us on [Twitter](https://twitter.com/Norwegian) or [Facebook](https://facebook.com/Norwegian) for more information.

##### **UNION BANK**

- Exclusive bank partner of The Long Beach Jazz Festival.

## SCHEDULE OF THE WEEKEND

### **Friday, August 12, 2016 –**

Peter White / Paul Taylor / Gerald Albright / Jonathan Butler/ Euge Groove / Elan Trotman / Althea René / MAJOR

### **Saturday, August 13, 2016-**

Jeffrey Osborne / BWB featuring Norman Brown, Kirk Whalum, Rick Braun / The Rippingtons / Everette Harp / Paul Jackson Jr / Mindless Groove

### **Sunday, August 14, 2016**

Dave Koz and David Sanborn: Side by Side / Michael Lington and Kenny Lattimore / Sax Pack featuring Jeff Kashiwa, Steve Cole, Kim Waters / Stanley Jordan / Al Williams Jazz Society (with special guest) Richard “88 Fingers” Turner Jr.

### **About Rainbow Promotions**

For 29 years, **Rainbow Promotions, LLC** has produced the Long Beach Jazz Festival, one of the city’s major events, along with various concerts at the Terrace Theatre - Long Beach Center for the Performing Arts and other events throughout the year. For more information regarding the Long Beach Jazz Festival go to <http://bit.ly/rainbowpromotions> or <http://bit.ly/LongBeachJazzFestival> 562-424-0013

### **About KRPR Media**

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***Media Contact for Credentials/Interviews / Celebrity Credentials***

***Please send written requests to: KRPR MEDIA***

**Media: [media@krprmedia.com](mailto:media@krprmedia.com) Talent: [talent@krprmedia.com](mailto:talent@krprmedia.com)**

***KimiRhochelle-Entertainment Publicist***

**[www.krprmedia.com](http://www.krprmedia.com) 909-543-2978**