



**Media Contact**  
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## **PRESS RELEASE**

**For Immediate Release: (Roswell GA) June 23, 2021**

### **Roswell Arts Fund Presents An All Day Outdoor Jazz & Blues Festival Featuring Live Music, up to 75 Skilled Artisans, Delicious Food Trucks and Much More!**

WHAT: First annual Roswell Arts Fund Beaucoup Jazz & Blues Festival and Pop Up Art Village

WHEN: Saturday, July 31, 2021 from 11:00 a.m. – 11:00 p.m.

WHERE: East Village Shopping Center, 2640 Holcomb Bridge Road, Roswell GA

COST: \$35 (adults), \$15 (students)

MORE INFORMATION: <http://www.roswellartsfund.org/festival>

CONTACT: Becky Peters Kile, Roswell Arts Fund Marketing Consultant,  
[becky@roswellartsfund.org](mailto:becky@roswellartsfund.org)

CONNECT: Facebook at <https://www.facebook.com/Roswell-Arts> Instagram at @RoswellArts.

### **ABOUT THE FESTIVAL**

Presented by Roswell Arts Fund (RAF), the first annual Beaucoup Jazz and Blues Festival and Pop Up Art Village is an all-day celebration of music, arts, food, fun and community!

The festival will transform the East Village Shopping Center parking lot into a vibrant summer celebration featuring world-class Jazz and Blues musicians, a pop-up Art Village with up to 75 incredible artists, delicious bites and drinks in the food truck park, and more!

The renowned Brubeck Brothers Quartet will headline the festival alongside an all-star lineup including Papa J Sez featuring Joey Sommerville and Dante Harmon, Gwen Hughes & the Retro Kats, AJ Ghent, Joe Gransden Quintet, Trey Wright Trio, Kebbi Williams and Friends, and Blues Supergroup: The 31's (*featuring members of Jimmy Herring & the 5 of 7*).

Morris Baxter of WCLK and Lisa Rayam of WABE will be leading the festivities as co-emcees.

Tickets are on sale now at <https://www.RoswellArtsFund.org/Festival>.

*"It's time to welcome the community back, celebrate the present and plan for the future. What better way to do that than to come together and listen to incredible musicians, dance in the sunshine, shop from local artisans and raise funds for Roswell Arts Fund to enable public and performing arts to thrive!" - Ghila Sanders, Roswell Arts Fund Executive Director*



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## MEET OUR SPONSORS

Roswell Arts Fund is proud to announce that the Beaucoup Festival is supported in part by local organizations that believe in RAF's vision to develop spaces and opportunities to support connection, community and the creative economy.

The Beaucoup Festival and Pop Up Performance Series receives signature support from Martin's Gardens at Coleman Farms, an organic family farm located in Roswell and Ardent/ECI Redevelopment LLC, owners and re-developers of the East Village Shopping Center. The festival's generous media partners include the Atlanta Journal Constitution, WCLK, WABE, Creative Loafing and Visit Roswell. Additional support is provided by All Together Now, From the Earth Brewing Company, and Hitch Law, LLC.

## OPPORTUNITIES FOR LOCAL ARTISTS, FOOD VENDORS AND BUSINESSES

**Artists** from all trades and **local non-profit organizations** are invited to submit an application to participate as a vendor in the Pop Up Art Village. Deadline to submit an application is July 14, 2021. More information can be found at <https://RoswellArtsFund.org/festival> or by contacting Becky Kile at [becky@roswellartsfund.org](mailto:becky@roswellartsfund.org).

**Local food vendors** who are interested in serving as a vendor in the food truck park can find an application at <https://RoswellArtsFund.org/festival> or by contacting Ghila Sanders at [ghila@roswellartsfund.org](mailto:ghila@roswellartsfund.org).

**Sponsorship opportunities** are available until July 15<sup>th</sup> and sponsors are recognized at the Beaucoup Festival and throughout our Pop Up Performance Series. Bring visibility to your business, support the arts and enjoy the festival as a participating sponsor. Contact Ghila Sanders at [ghila@roswellartsfund.org](mailto:ghila@roswellartsfund.org) to learn more.

## ADDITIONAL INFORMATION FOR MEDIA

Media partnerships, press passes and artist interviews are available upon request.

Festival Images:

- Horizontal <https://roswellartsfund.org/beaucoup-fest-672x480/>
- Vertical <https://roswellartsfund.org/beaucoup-fest-348-x-960/>



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**About Roswell Arts Fund**

Roswell Arts Fund, an independent 501(c)(3) nonprofit organization, is the designated arts agency for the City of Roswell. Roswell Arts Fund was founded to strengthen the scope of the arts in the city and to champion the ability of diverse cultural experiences to excite the imagination, strengthen public places, and encourage conversation. Through each of our initiatives, Roswell Arts Fund aims to IGNITE creative conversations, INSPIRE residents, visitors, and businesses to create, support, and become engaged in the arts and IMPACT the economy by making Roswell a cultural destination.

*Roswell Arts Fund is funded in part by the City of Roswell, the Fulton County Board of Commissioners, the Imlay Foundation and the Community Foundation of Greater Atlanta.*

Website: [www.roswellartsfund.org](http://www.roswellartsfund.org)  
LinkedIn: <http://www.linkedin.com/company/Roswell-Arts-Fund/>  
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