



TD Newmarket Jazz+ Festival
200 Doug Duncan Drive
Newmarket, ON L3Y 3Y9

NEWS RELEASE

For Immediate Release

August 2015

TD- Newmarket jazz+ Festival Call to Action! Together we survived the Big Storm!

Newmarket, Ont., August 31, 2015 - TD-Newmarket jazz+ Festival is proud to announce we enjoyed another successful year showcasing local music, art and honoring our heritage in spite of major weather set-backs.

“We are grateful to all our patrons for showing their support throughout the four day festival weekend. We’re especially thankful to those who offered assistance during and after the big storm on Sunday, as well as those who lined up early on Monday in a show of support helping us recover funds lost during the storm.” Sher St. Kitts G.M.

In spite of the weather, the festival enjoyed a success this year, with thousands of patrons coming out to enjoy local musicians, artists, characters, costumes in the park and commemorations of the 100th anniversary of World War 1. We collaborated with dozens of local organizations and created many new partners and sponsors.

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The festival shut down 4:30pm Sunday - one of our two most popular nights and was unable to reopen due to the storm. We were hit by what felt like a tornado, coming in fast and furious, sheets of rain, tents broken and fences flying in winds blowing with the force of a freight train! Luckily our Emergency Communications team gave us sufficient time to prepare. One minor injury was cared for immediately thanks to St John. We were all safe, however, the festival lost approximately \$25,000 in revenue, representing more than 10% of our festival budget – a very hard financial hit.

Call to Action: Festival fans can help us mitigate damages by – buying a Festival tee-shirt or two! Tee-shirts are available on line and at Good Vibes on Main Street, Newmarket. Please let other festival supporters know how they can help!

On a happy note – this year your festival could become acknowledged as a Top 100 festival/event in the Province of Ontario by Festivals & Events Ontario. Send in letters and comments of support to: SherStKitts@gmail.com

Thanks to all who joined and supported the **2015 TD Newmarket jazz+ Festival** Mark your 2016 calendar – July 29, 30, 31 and August 1st for the Fourth Annual Newmarket jazz+ Festival.

Stay tuned to festival developments, see pictures and learn more about the success of the 2015 NJF and past festival information by visiting us on FaceBook: NewmarketJazzFestival, twitter @NewmarketJazz or on our website at: www.newmarketjazzfestival.com

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