

PRESS RELEASE - Aurora, Ontario June 1st, 2012
For Immediate Release

**Aurora jazz+ Festival Lights up York Region in 3 short years!
Top 100 Festival a recipient of an Economic Impact Study**

Aurora Festival of the Arts (AFA) is pleased to announce the 2012 Aurora jazz+ Festival has been selected by Festival and Events Ontario (FEO) to take part in a professional Economic Impact Study. There are only 20 such opportunities available to Provincial festivals with budgets of \$250K or less. These studies are funded by an Ontario Trillium Foundation grant administered through FEO. This study will effectively quantify the impact the Aurora jazz+ Festival has on our local economy.

“Being selected to receive this study, will enlighten us all to the true economic impact of a festival like ours and the financial potential our growing creative community in Aurora & York Region delivers!” Susan Morton-Leonard, AFA Chair.

“**Jazz+** includes community, volunteers, local entertainers, artists and charities. We’re developing a festival with heart...and all that jazz! Dedicated board members, sponsors, partners and festival fans ensure festival success.” Sher St. Kitts, General Manager.

July 15th Sunday 3–8pm Fabulous Festival Fundraiser & Press Conference at 6pm
Jonathan’s Restaurant, Aurora: Beer/Wine tasting, Entertainment & Silent Auction. Celebrate our Top 100 status, Building Communities through Arts and Heritage Program Grant and being a recipient of an Economic Impact Study!

Jazz+ invites all arts and music genres... This year we’re offering more interactive activities - paint a picture, strum a tune, fly a kite! Enjoy music, art, vendors, cultural heritage, beer/wine, shopping, kids crafts, educational concerts in the ambiance of the beautiful heritage Town Park setting located in the cultural core of Aurora, in the centre of York Region.

2012 Aurora jazz+ Festival, August 3 – 5th Town Park - Aurora

This project has been supported by the Building Communities Through Arts and Heritage Program, Department of Canadian Heritage. Ce projet a été appuyé par le Programme Développement des communautés par le biais des arts et du patrimoine du ministère de Patrimoine canadien.



Sponsors: Canadian Heritage, Enbridge Gas Distribution, the Jewel 88.5, King Brewery, Epoch Times, Jazz FM 91.1, Master Cut, Powell Contracting, Long & McQuade, St. Kitts Music, Sherwood Staging, Coll Audio, Shield Service, On Richmond Hill, Hollandview Trail, The Humfries Family, Merylyn McCart

Partners: Arts Society King, Aurora Farmers Market, York Region Multi Media Film Festival, Aurora Clicks, Eaglewood Festival, Aurora Artists Studio Tour, Deborah Campo Studio & Art Gallery, May Jam Space, York Region Amateur Radio Operators...

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