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FOR IMMEDIATE RELEASE

LANSING JAZZFEST RECEIVES NEA GRANT Heading into 2010 on a High Note!

Lansing, Mich. (January 5, 2010) – The 2010 Lansing JazzFest has been awarded a \$10,000 grant by the National Endowment for the Arts – Challenge America: Reaching Every Community program. This unique program supports projects that extend the reach of the arts to underserved populations – those whose opportunities to experience the arts are limited by geography, ethnicity, economics or disability.

An essential component of the Arts Endowment's goal of providing wide access to artistic excellence, these grants can have significant effects within communities. Grants are for professional arts programming that emphasize the potential of the arts in community development. A first-time NEA award recipient, the Lansing JazzFest is among only four grant winners in the state of Michigan.

Lansing JazzFest began in 1995 when the Old Town Business & Art Development Association, having successfully produced OctoberFest the year prior, chose to develop high-quality free music festivals as a tool to positively contribute to community development. Both the Lansing JazzFest and sister festival Old Town BluesFest have a long-standing tradition of excellence in musical programming, surrounded by a unique and inviting atmosphere where people gather, make new friends, celebrate the arts and experience the revitalized spirit of historic Old Town Lansing.

An array of local, regional and national musicians perform annually for audiences topping 15,000 and offer a wide variety of programming. These premiere events continue to be FREE through the dedication of a volunteer committee and hundreds of community volunteers, the positive energy of thousands of attending guests and the generosity of supporting grants and sponsors.

Honored as a recipient of the NEA Challenge America grant, OTBADA/MICA enters 2010 with positivity, support and commitment as we continue to provide these shining examples of community success. Old Town Business and Art Development Association/Michigan Institute of Contemporary Art is a 501(c)3 nonprofit organization dedicated to quality arts programming, the preservation of historic buildings and economic development. See www.oldtownarts.org or call 517-371-4600 for more information.

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