



CONTACT: Yolanda Clay-Moore, Manager, Public Relations
(601) 960-1891, ext 310 or ymoore@visitjackson.com

DATE: June 17, 2014

RELEASE: FOR IMMEDIATE RELEASE

Festivalgoers carried Jackson, MS on their backs at the 31st Annual Chicago Blues Festival!

JACKSON, MS – “City with Soul”

The Jackson Convention & Visitors Bureau (JCVB) joined the 31st Annual Chicago Blues Festival in Grant Park, June 13-15 with the addition of the Jackson, Mississippi Rhythm & Blues Stage. This was the first year that the JCVB solely sponsored the stage, and it was the best decision ever! People from all over the world attended the festival and the one thing that resonated throughout the crowd was, “Jackson, Mississippi has the best stage!” It was certainly a crowd favorite and each act brought more people to the booth to find out about Jackson, Mississippi! Festivalgoers swarmed the booth saying, “Is this where I can get the purple bag?” The purple backpack had Jackson, MS on it and festivalgoers literally carried Jackson, MS on their backs! Over 30,000 pieces were given out including: Jackson, MS Backpacks, Visitors Guides, Jackson Rhythm and Blues Festival Cards, Jackson Rhythm and Blues Fans, Jackson, MS Blues Trail Markers Brochure and Jackson, MS Koozies. Thousands also registered for a chance to win VIP tickets and hotel accommodations for the festival on August 15 & 16. This was the perfect opportunity to promote our great city!

The Jackson Rhythm & Blues Stage offered many artists deeply rooted in blues, soul and funk with a rich Mississippi foundation and authentic sound. Some of the highlights included: The 2014 International Blues Challenge winner, **Mr. Sipp** “The Mississippi Blues Child”, who stirred the crowd’s soul with his charismatic style and guitar picking skills which explained why he won the title this year. The festivalgoers wanted to know where they could purchase his cd!; **Southern Komfort Brass Band** captured the audience’s attention with a sacred rendition of ‘Just a Closer Walk with Thee,’ followed by a chant and then they marched to the stage, parade-style, offering a mix of funk, jazz, dance, rock, hip-hop and sacred music rolled up into an instant dance party; and Grammy award nominated, living-legend, **Dorothy Moore**, gave a new definition for ‘saving the best for last’ with an unforgettable performance. Her voice was angelic and she moved and wooed the crowd like never before!

Jackson was in demand to the point that people offered to purchase our Jackson, Mississippi t-shirts off of our backs. Jackson definitely left its mark on the Chicago Blues Festival and now they know why we are the “City with Soul” and we’re looking forward to next year!

We invite you to check out the Jackson Rhythm and Blues Festival at www.jacksonrhythmdbluesfestival.com or for more information about Jackson, MS go to www.visitjackson.com!

###

