

Saskatchewan Jazz Festival

Chat Notes: *Did You Know...*



The Saskatchewan Jazz Festival is the 2nd largest jazz festival in Western Canada, and 5th largest in the country.

More than 70,000 visitors came to the Festival in 2010.

- 24% of ticket buyers came from outside of Saskatoon.
- 4% came from outside Saskatchewan.

Economic Impact: \$4.5 million

Average ticket price in 2011: \$22.05 (based on advance ticket prices).

Number of ticketed events: 40 — featuring 65 artists

Number of free events: 76

Total number of individual performances: 141

Percentage of events that are all-ages: 92

Number of musicians performing: 625

Percentage of performing musicians who call Saskatchewan home: 72

Number of volunteers: 325+

Number of stages or venues: 18

Number of hours of live music: 176 — or 10,575 minutes

Recognized as the Best Saskatoon Festival in the Planet S Readers' Poll for the past four years.

Received Saskatchewan Tourism Award of Excellence – Online Marketing Campaign of the Year for 2010.

This year marks the beginning of some new things at the Festival:

- New venue design for PotashCorp Club Jazz Free Stage – Kiwanis Park, South
 - Reason for new site layout is to accommodate growing audience
- New venues
 - Garden Architecture Free Stage
- Expanded Festival merchandise line
- Bike valet
 - Free bicycle parking expanded to all 10 days of the Festival
- Jazz: Photographs by John A. Reeves
 - Public Reception: Friday, June 24 at 8pm
 - Mendel Art Gallery Auditorium
 - Open June 24 to October 2, 9AM to 9PM daily | Free admission

The Festival has three special outreach programs:

- TD High School Jazz Intensive
 - Offers high school aged musicians the opportunity to workshop, learn, and perform with other like-minded and talented students from across the province.
 - Students receive a festival pass good for any all-ages show.
- SaskMusic Workshops
 - 3 workshops for musicians and music enthusiasts.
- Outreach Program presents free concerts in five Saskatoon special care homes.

Box Office

- Lobby of the Delta Bessborough Hotel
- Monday–Friday: 10am-5pm
- June 23–July 3: 10am-8pm
- 306.652.4700 or 1.800.638.1211
- saskjazz.com

Media Contact:

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