



Contact:
Sarah Bailen Smith
503 228-5299
sarah@pdxjazz.com

FOR IMMEDIATE RELEASE:

Trip planned to help New Orleans at Jazz & Heritage Festival

Another opportunity to support revival of New Orleans culture

Portland, OR – In line with its initial response to Katrina, the Portland Jazz Festival is taking the initiative to bring Oregonians to New Orleans to support revival of its culture and economy. The Portland Jazz Festival, along with Azumano Travel, announced PDX2Nola, an organized trip to the New Orleans Jazz & Heritage Festival. The trip is from April 27- May 1, 2006. The trip continues a cooperative endeavor with the Portland Jazz Festival and its sponsors who brought displaced New Orleans musicians to Portland creating NOLA2PDX.

“We have been waiting to give back when New Orleans gave us the signal,” said Sarah Bailen Smith, Managing Director of the Portland Jazz Festival. “Portland has been enriched by the talents of musicians who came here for sanctuary after Katrina. Now we can expose and take Oregonians to the root of all that talent.”

With the gulf region working hard to re-open to tourism, the Portland Jazz Festival and Azumano Travel are responding to Oregonians who asked to lead the way. A long-standing tradition, the New Orleans Jazz & Heritage Festival has endured for decades. The Festival has always blended in a wide mix of internationally renowned guests, and 2006 is no exception. With guest artists like Bob Dylan, Dave Matthews, Dr. John and others, the 2006 festival is bound to be the most meaningful of all considering the obstacles overcome these past months.

“Oregonians consistently ask what they can do to help when a tragic event occurs around the world and at home. We responded to the needs of New York City when disaster struck on September 11th. Many Oregonians responded to the needs of Tsunami victims as well as those displaced by Katrina. It’s what Oregonians do,” said Sho Dozono, President and CEO of Azumano Travel. “This is another opportunity to support the reviving economy of New Orleans and the vibrant musical culture that makes New Orleans unique.”

Those who want to participate in this trip can do so by signing up on the trip’s website, www.azumano.com/pdx2nola/. Packages include accommodations at the New Orleans Marriot Hotel, three day passes to the Festival, and transportation to and from the event site in the French Quarter.

The co-chairs for PDX2Nola are Bill Royston and Sarah Bailen Smith with the Portland Jazz Festival and Sho and Loen Dozono of Azumano Travel.

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Nola2PDX Mission: In the wake of Hurricane Katrina, countless musicians in New Orleans and the surrounding Gulf region were left devastated. Miles away in Portland, Oregon, prominent businessman Sho Dozono, owner of Azumano Travel joined forces with the Portland Jazz Festival and its presenting sponsor Qwest, Portland Business Alliance, Mercy Corps, and other Portland businesses and organizations, including the Portland Oregon Visitors Association, to help them rebuild their lives.

Since September 2005, NOLA2PDX has provided travel, housing, donated instruments and work opportunities to musicians from New Orleans. Fifty musicians have come to Portland, some for a temporary refuge before returning to New Orleans and others who have chosen to make Portland, Oregon their new home. At the heart of our effort is to provide these individuals an opportunity to work.

Over 20 New Orleans musicians are now in Portland. They are a talented and eclectic group performing various music styles including modern and dixieland jazz, funk, R&B, blues and rock.