

**CONTACT:** Rosy Goacher, Office Administrator  
517-371-4600 office  
info@oldtownarts.org

**FOR IMMEDIATE RELEASE**

## LANSING JAZZFEST RECOGNIZED FOR PHOTOGRAPHY, SOCIAL MEDIA

**Lansing, Mich. (Nov. 13, 2012)** – The Lansing JazzFest makes Old Town beautiful and raises impressive buzz – and now the whole state knows it. The festival was recognized at the Michigan Festivals and Events Association’s MichiganFun Awards.

Lansing JazzFest brings a mix of world-class jazz entertainers to the streets of Old Town each August. Its producer, Michigan Institute for Contemporary Art, focuses on sharing “living music” with the region and providing opportunities to learn from working jazz performers.

JazzFest’s awards included a 1st place event photograph collage that was named “best of the best” of all entries and 1st place recognition for its social media marketing on Facebook and Twitter.

The photography collage presents Lansing JazzFest performers sharing their craft, as captured by photographers Miriam Garcia, Mike Lewycky, and Robert McGowan.

“I was very lucky to work with such incredible talent,” said Paul Schmidt, production director of UnoDeuce Multimedia and JazzFest documentation chair. “I was completely surprised and overjoyed in the way each photographer illustrated the feeling and vibe of the festival. It was an honor to work with them and for them to receive this recognition.”

In the social media arena, during the live coverage of the festival, it was common for Facebook posts to be viewed over a thousand times by their almost 1,800 fans. Likewise, the Twitter coverage garnered over 700 followers.

The Michigan Festivals and Events Association (MFEA) is a statewide organization serving communities and volunteers throughout Michigan, promoting local events, festivals and destinations throughout the Midwest and providing technical assistance, training, and education to its 800 members. MFEA’s MichiganFun Awards acknowledge the skill, creativity, and resourcefulness of members’ event marketing efforts.

Michigan Institute for Contemporary Art is a 501(c)3 federally tax-exempt nonprofit organization serving as a catalyst for community development through quality arts programming, such as Lansing JazzFest, Michigan Mosaic Music Festival, and Old Town BluesFest. See [www.micharts.org](http://www.micharts.org) or call 517-371-4600 for more information.

###

Attached: award-winning 2012 Lansing JazzFest performer photos

A 501(c)3 nonprofit serving as a catalyst for community development through quality arts programming.

### BOARD OF DIRECTORS

Terry Terry, *President*  
Tom Cathey, *Secretary*  
Kyle Schafer, *Treasurer*  
Toni Alexander, *Member*  
Glenna DeJong, *Member*  
Therese Roth, *Member*  
Mike Skory, *Member*

### FESTIVAL COMMITTEE

Linda Burnham  
Chiung Cheng  
Cathy Dionise  
Jim Flynn  
Rosy Goacher  
Dennis Goff  
Larry Grudt  
Benjamin Hall  
Lisa Hultgren  
Mary Johnson  
Katie Kiter  
Nancy Lee  
Laurie Lonsdorf  
Jose Lopez  
Antonio Manning  
Elizabeth McCarthy  
Paul Perpich  
Lee Petrovich  
Carrie Quisenberry  
Paul J. Schmidt  
Erin Slayter  
Dave Swanson  
Tammy Tabor  
Bob Titus

### GALLERY CURATORS

Jack Bergeron  
Kirby M. Milton