



presented by



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FOR IMMEDIATE RELEASE

18th Anniversary Satchmo SummerFest presented by Chevron THREE FULL DAYS of FEST

NEW ORLEANS, LA (July 26, 2018) – The 18th Anniversary Satchmo SummerFest presented by Chevron is August 3-5, 2018 at the New Orleans Jazz Museum at the Mint. Produced by French Quarter Festivals, Inc. (FQFI), Satchmo SummerFest is an unparalleled celebration of the life, legacy, and music of New Orleans' native son, Louis Armstrong. **Recently named the “best thing to do in Louisiana this summer” by MSN.com**, the event brings performances from New Orleans' most talented musicians, with a focus on traditional and contemporary jazz and brass bands. The Satchmo Legacy Stage featuring three days of fascinating presentations about Armstrong, Pops' Playhouse for Kids powered by Entergy, and *Me Got Fiyo: The Professor Longhair Centennial* – a new exhibit by the New Orleans Jazz Museum – are scheduled inside the air-conditioned Mint. The nominal daily admission of \$5 (children 12 and under are free) helps support local musicians and pay for the event.

Lionel Milton Selected as Poster Artist

New Orleans artist Lionel Milton is this year's Satchmo SummerFest poster artist. Milton started his career as a graffiti artist, and his colorful style and vibrant energy are captured in the poster, which features a young Louis Armstrong. Milton has been commissioned by collectors and companies worldwide, including Uber, ESPN, Red Bull, and Heineken. “I am honored to create the 2018 Satchmo poster. As an artist and native New Orleanian, Satchmo's music was part of my childhood. He was one of the greatest cultural contributors ever! My art is like visual jazz,” said Milton. The poster will be available at the festival merchandise booth and is now available online; the original painting will be auctioned at the Satchmo SummerFest Kickoff Party or sold directly for \$6,500. For more information, contact rschick@fqfi.org.



Eight Artists Make Festival Debuts

Grammy-winning Soul Queen of New Orleans, **Irma Thomas**, makes her Satchmo SummerFest presented by Chevron debut on the Fidelity Bank Stage in 2018. The celebrated artist and recent Tulane honorary doctorate recipient is internationally known. Her numerous awards include several *Grammy* nominations, a 2007 *Grammy* for *After the Rain*, W.C. Handy Award, Offbeat Magazine Award, Big Easy Award, and induction into the Blues Hall of Fame. Irma Thomas, who performs on Sunday, August 5, said “Mr. Armstrong was an influence on a lot of young children, including me. I never thought I would be in the business but then saw him as King Zulu when I was nine years old. That parade passed right in front of my house and left such an impression!”

Other 2018 Satchmo SummerFest debuts include: **Aurora Nealand & The Royal Roses**, **Bonerama**, **Doyle Cooper Jazz Band**, **James Williams**, **Mari Watanabe and her Chosen Few Jazz Band**, and **The Nayo Jones Experience**. Also new this year is the **Satchmo Sound-off featuring Roots of Music** and **Edna Karr's Marching Cougars**; the high energy salute to Armstrong will take place on Friday and Saturday mornings from 11:15-11:45 on Esplanade Avenue neutral ground. Inside the festival gates, the tented GE Digital and Fidelity Bank Stages will provide three days of musical performances. The lineup includes returning favorites **Big Chief Donald Harrison Jr.**, who closes out the GE Digital Stage on Sunday night, **Bill Summers & Jazalsa**, **Corey Henry's Treme Funktet**, **Ellis Marsalis**, **Jeremy Davenport**, **Preservation Brass**, and the **Tricentennial Trumpet Tribute presented by Popeyes** featuring **Ashlin Parker and The Trumpet Mafia**. [Click here for the complete lineup.](#)

Satchmo Legacy Stage: Three Days of Fascinating Speakers and Discussions

Fascinating lectures and discussions about Louis Armstrong and the history and influence of jazz in New Orleans will also take place inside the museum. Curated by David Kunian, the lecture series attracts the highest caliber of speakers and jazz historians. The 2018 lineup includes: **Gwen Thompkins**, NPR veteran and host of WWNO's Music Inside Out; **Ricky Riccardi**, Director of Research Collections for the Louis Armstrong House and Museum; acclaimed vocalist **Catherine Russell**, Assistant Professor of Music at Tulane University, and an ethnomusicologist, journalist, and musician **Matt Sakakeeny**; famous jazz writer and multi-*Grammy* Award winner **Dan Morgenstern**; singer **Daryl Sherman**; **David Sager** (trombonist and curator for the Library of Congress' National Jukebox); author and educator **Mick Carlon**; and **Dr. Bruce Boyd Raeburn** (Curator of Tulane University's Hogan Jazz Archive). A full schedule is online at satchmosummerfest.org.

Culinary Lineup Includes Fresh New Options

In addition to music, the 2018 Satchmo SummerFest presented by Chevron will feature cuisine from some of New Orleans' favorite restaurants. New this year is **The Big Cheezy** serving three styles of their homemade mac and cheese. **Roux Carre** also makes a Satchmo SummerFest debut; the Central City market will showcase dishes from vendors **Local Menu NOLA** and **KD's NOLA Treats**. Festival favorites returning for 2018 include **Ajun Cajun**, **Café Dauphine**, **The Company Burger**, **Crêpes à la Cart**, **Lasyone's Meat Pie Restaurant**, **Palmer's Cuisine**, **Quintin's Ice Cream**, **Plum Street Snoballs**, and **The Praline Connection**. Beer and wine lovers will not want to miss the Abita Beer Garden, serving favorites and seasonal brews, and the Sonoma Cutrer Rosé Café. French Quarter Festivals, Inc. will also partner with Eat Fit NOLA by labeling menu items that provide healthy options for those who want to eat clean, count calories, and manage diabetes, blood pressure, and cholesterol. [Click here for the complete culinary lineup.](#)

Abita Beer's Watermelon Lemon Shandy will make its debut in 2018, joining returning favorites **Amber**, **The Boot**, and **Hop On**. Other beverages include **Luzianne Iced Tea**, **French Market Cold Brew Coffee**, **Jack Daniel's Lynchburg Lemonade**, as well as **handcrafted lemonades** and **sparkling mocktails**.

Family Fun at Pops' Playhouse

Throughout the day on Saturday and Sunday, children and parents can relax in air-conditioning on the second floor of the museum and enjoy an array of educational, entertaining family activities, crafts, and exhibits. **Pops' Playhouse for Kids powered by Entergy** features

Satchmo SummerFest 2018

a variety of activities that teach the next generation about New Orleans traditions. Children can make crafts like second line umbrellas, homemade instruments, and Zulu coconuts. Other activities include **Armstrong Art: Collage and Compare** hosted by Lil' Yats Art & Play and **Tricentennial Drum Making** hosted by Kamau Wesley Phillips.

Kickoff Party and Spirit of Satchmo Awards

On Thursday, August 2, Satchmo SummerFest presented by Chevron will kick off with a fundraiser to benefit French Quarter Festivals, Inc.'s musicians' fund. The party, *An Evening with John Boutté*, will take place from 7:00-9:30pm at the Omni Royal Orleans Hotel. The 'Spirit of Satchmo' Awards Ceremony will take place during the party; the annual awards are given to individuals and/or organizations that champion New Orleans music and culture and help keep Armstrong's legacy alive. The 2018 recipients are Ashlin Parker, Bethany Bultman, and Ellis Marsalis; Norman Robinson will emcee the event.

Jazz Mass, Satchmo Salute, Trumpet Tribute, and other Special Events

In addition to a weekend full of great music, food, multimedia presentations, and children's activities, Satchmo SummerFest features an array of special events including the annual **Jazz Mass sponsored by Rhodes Funeral Home** at historic St. Augustine Church in Treme, a traditional second line parade, and the '**Tricentennial Trumpet Tribute' sponsored by Popeyes Louisiana Kitchen** which closes the festival Sunday night with a Satchmo birthday party. Inside the New Orleans Jazz Museum, festival attendees can view youth submissions to the "What a Wonderful World" art-essay and poetry contest organized by the New Orleans Jazz Celebration. The contest is an opportunity for students to demonstrate their visual arts, oratorical, and written skills. Contest organizers hope Armstrong's life and legacy inspires young artists to develop their talents, and the program supports French Quarter Festivals, Inc. goal to showcase emerging artists.

Satchmo Goes Green!

Festival organizers are thrilled to announce a program that will allow attendees to recycle plastics, cans, and cardboard. Clearly marked receptacles will be placed throughout the grounds and entry-points. The initiative is part of FQFI's goal to reduce waste and contribute to a sustainable future. "Environmental responsibility is important to our long-term success and aligns with our mission to instill increased pride in our community," said Emily Madero, President & CEO of FQFI. "At this year's Satchmo SummerFest, we are making it as easy as possible for our attendees to reduce and recycle."

Thank you, Sponsors and Community Partners:

Chevron, Omni Royal Orleans, Abita Brewing Company, Brown-Forman, Fidelity Bank, GE Digital, New Orleans Tourism Marketing Corporation, Pepsi, Jack Daniels, Sonoma-Cutrer, Korbel, Tequila Herradura, Finlandia, Pepsi, French Market Cold Brew Coffee, Luzianne Iced Tea, OffBeat Magazine, Flamingo A Go-Go, The Bombay Club, Popeyes Louisiana Kitchen, JAX Brewery Parking Lots and the Berger Company, Windsor Court Hotel, Harrah's New Orleans, New Orleans Jazz Museum, WWL-TV, French Market Corporation, New Orleans & Company, Joseph K. & Inez Eichenbaum Foundation, Entergy, Louisiana Division of the Arts, Touro, Take a Break Travel, Rhodes Funeral Home, Transdev, LASIK Vision Institute, Paddlewheeler Creole Queen, Ella Fitzgerald Charitable Foundation, National Park Service, The Fertel

Satchmo SummerFest 2018

Foundation, Louisiana Seafood Promotion and Marketing Board, Bayou Rum, Reily Foods, NOLA.com-Times-Picayune, Downbeat Magazine, Louisiana Cookin', Louisiana Cultural Vistas, Where Magazine, Vinyl District, Cumulus New Orleans, New Orleans Magazine, WBOK, WGSO, Biz New Orleans, WWNO 89.9 FM, WWOZ 90.7 FM, and all of our festival sponsors.

Happy Birthday, Satchmo!

Satchmo SummerFest is scheduled annually to coincide with Louis Armstrong's birthday on August 4th; the first festival took place on what would have been his 100th birthday, the same year the New Orleans airport was renamed Louis Armstrong International Airport. The artist often stated in public interviews that he was born on July 4, 1900 (Independence Day), a date that has been noted in many biographies. Armstrong died in 1971 and his true birthdate, August 4, 1901, was not discovered until the mid-1980s. Louis Armstrong was raised in a poor section of New Orleans known as "Jane Alley." Throughout his career, he entertained millions – from heads of state and royalty to the neighborhood kids on his stoop in Corona, New York. Despite his fame, he lived a simple life in a working-class neighborhood. The man known around the world as "Satchmo," short for *Satchelmouth*, was widely recognized as a founding father of jazz – a unique American art form. In 1932, *Melody Maker* magazine editor Percy Brooks greeted Armstrong in London with "Hello, Satchmo!" and the nickname stuck. His influence, as an artist and cultural icon is universal, unmatched, and very much alive today.

About French Quarter Festivals, Inc.

Satchmo SummerFest is produced by French Quarter Festivals, Inc. (www.fqfi.org), the 501 (c) (3) nonprofit organization, which also produces **French Quarter Festival** in April and **Christmas New Orleans Style!** in December. French Quarter Festivals, Inc. promotes the Vieux Carré and the City of New Orleans through high quality special events and activities that showcase the culture and heritage of this unique city, contribute to the economic well-being of the community, and instill increased pride in the people of New Orleans. For more information on all FQFI festivals and events, call (504) 522-5730 or visit online at www.fqfi.org.