



presented by



French Quarter Festivals, Inc.  
Emily Madero, President & CEO  
400 North Peters, Suite 205  
New Orleans, LA 70130  
[www.fqfi.org](http://www.fqfi.org)

Contact: Rebecca Sell, Marketing Director  
Office: 504-522-5730/Cell: 504-343-5559  
Email: [rebecca@fqfi.org](mailto:rebecca@fqfi.org)

---

**FOR IMMEDIATE RELEASE**

## **19<sup>th</sup> Anniversary Satchmo SummerFest presented by Chevron THREE FULL DAYS of FEST**

**NEW ORLEANS, LA (July 25, 2019)** – The 19<sup>th</sup> Anniversary Satchmo SummerFest presented by Chevron is August 2-4, 2019 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 one of the most “interesting things to experience in Louisiana” by *Oprah Magazine***, the event brings performances from New Orleans' most talented musicians, with a focus on traditional and contemporary jazz and brass bands.

The nominal daily admission of \$6 (children 12 and under are free) helps support local musicians and pay for the event. Admission also provides access to the Jazz Museum's collection and exhibitions plus indoor activities like Pops' Playhouse for Kids powered by Entergy and the Hilton Satchmo Legacy Stage featuring presentations by renowned Armstrong scholars.

### **Ayo Scott Selected as 2019 Poster Artist**

New Orleans artist Ayo Scott was selected as the 2019 French Quarter Festivals, Inc. artist, creating the artwork for both the French Quarter Festival and Satchmo SummerFest posters. Scott graduated from Xavier University in 2003 and attended graduate school at The Institute of Design in Chicago. Immediately after Hurricane Katrina, he returned home to help the city rebuild. During that time, he started NOYO Designs Inc. and began to evolve from commercial graphic design work to making his own art.

"When looking at the impact of jazz on music and music on the world, Louis Armstrong may be the single most influential person to be born in New Orleans," Scott said. "I'm humbled to be able to create a tribute to such a man. I'm excited to share 'Reflections of King Louie', the 2019 Satchmo SummerFest Poster."



**SATCHMO SUMMERFEST 2019**  
NEW ORLEANS, LOUISIANA

### **Culinary Lineup Includes Four Debuts**

In addition to music, the 2019 Satchmo SummerFest presented by Chevron will feature cuisine from some of New Orleans' favorite restaurants. Four restaurants make debuts this year: beloved local grocer Dorignac's Food Center will serve Armstrong's famously favorite dish, Red Beans and Rice; Gulf Tacos will offer up pork belly, shrimp, and fish tacos, along with street corn; attendees can look forward to Jambalaya and refreshing fruit skewers from Rusty Pelican; and Congreso Cubano debuts with Ropa Vieja and Maduros

Fritos. Returning favorites include Big Cheezy, Café Dauphine, Company Burger, Plum Street Snoballs, Quintin's Ice Cream, and Lasyone's Meat Pie Restaurant. [Click here to see the complete menus.](#)

Beer and wine lovers will not want to miss the return of the Abita Beer Garden, serving favorites and seasonal brews, and the Sonoma-Cutrer Rosé Café, a shaded place to relax and take in the festival environment. For those seeking refreshing non-alcoholic options, Bubby will offer lime and grapefruit sparkling beverages, and Luzianne Iced Tea and French Market Cold Brew will be available.

## **A Dozen Artists Make Festival Debuts**

### **More than 30 Jazz, Brass, Swing, Funk, and Fusion Acts to Perform, Along with Satchmo Scholars**

The 2019 festival lineup includes more than 30 acts, ranging from traditional jazz to swing, brass and marching bands, funk, R&B, jazz fusion, and more performing on two tented stages over three days. **A dozen musicians will make their Satchmo SummerFest debut, including Cyril Neville with Omari Neville & the Fuel on the Fidelity Bank Stage. Other debuts include:**

- Big 6 Brass Band
- Big Easy Brawlers
- Catie Rodgers and the Gentilly Stompers
- Cyril Neville
- DinosAurchestra
- Lafayette Charter Academy Marching Band
- Michael Ward
- New Orleans Classic Big Band with Ricky Riccardi
- Smitty Dee's Brass Band featuring Dimitri Smith
- The Garden of Joy
- Tonya Boyd-Cannon
- Troy Sawyer and the Elementz

Returning Satchmo SummerFest favorites include **Ellis Marsalis, Jr., Charmaine Neville, Kermit Ruffins & the Barbecue Swingers, Preservation Brass, Robin Barnes & The Fiyabirds, Trumpet Mafia, Jeremy Davenport, and the Treme Brass Band.** View the full musical lineup here: <https://satchmosummerfest.org/music/>.

### **Hilton Satchmo Legacy Stage: Three Days of Fascinating Speakers and Discussions**

On the **Hilton Satchmo Legacy Stage**, scholars and historians will present on a wide range of topics surrounding all things Louis Armstrong. Highlights include: *Veronique Dorsey, Jazz Henry, and Marla Dixon interviewed by Gwen Thompkins* on the experience of the female trumpeter in New Orleans; *Melissa A. Weber: On Louis Armstrong and Black American Music: A Conversation with Nicholas Payton*; *Matt Sakakeeny: The Tradition of Innovation*; *Sally Young and Deanna Assunto: Louis and The Assunto Dukes of Dixieland*; and festival favorite Ricky Riccardi, Director of Research Collections for the Louis Armstrong House Museum and Archives and the author of "What a Wonderful World", screening rare video clips featuring Satchmo. Fans can dive deep into the life and legacy of Armstrong and learn how his craft continues to reverberate today. View the full Hilton Satchmo Legacy Stage schedule here: <https://satchmosummerfest.org/music/>.

## Satchmo SummerFest 2019

### Festival Features Family Fun, Cultural Activities

In addition to music and food, festival goers can enjoy a full slate of family-friendly activities throughout the event. The **Pops' Playhouse for Kids powered by Entergy** will feature fun activities August 3 and 4 from 11:30 a.m. -- 4:30 p.m. including:

- Zulu Coconut Decorating Station, Hosted by Junior Zulus
- Second Line Umbrella Decoration & Celebration Station, Hosted by FQFI
- Red Bean Satchmo Shakers, Hosted by FQFI
- Satchmo Sewing, Hosted by Great Spirit Warriors Indian Tribe
- Satchmo Sachets, Hosted by Hermann-Grima + Gallier Historic Houses
- Congo Drum Making, Hosted by Kamau Wesley Phillips
- Electric Bicycle, Hosted by Entergy
- Face Painting, Hosted by Ocean Heroes

### Tickets for Kickoff Fundraiser Party On Sale Now

Fans can help raise funds for the three-day festival by purchasing tickets to the opening night kickoff party August 1. The party will feature music from preeminent jazz musician and New Orleans native **Ellis Marsalis, Jr.**, with special guest **Ashlin Parker**. The party will honor the 2019 Spirit of Satchmo winners: Jackie Harris, Corey Henry, and Ricki Riccardi; in addition, the event will honor the late Dave Bartholomew. Marsalis will perform during the dinner and cocktail reception from 7 p.m. to 9:30 p.m. at the Omni Royal Orleans, 621 St. Louis St., New Orleans. Purchase tickets for the fundraiser online at [satchmosummerfest.org](http://satchmosummerfest.org) or by calling (504) 522-5730.

### 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, the Satchmo Sound-off near the **GE Stage** on the Esplanade neutral ground, and the **'Trumpet Tribute' sponsored by Orpheum Theater** which closes the festival Sunday night with a Satchmo birthday party.

### Thank you Sponsors and Community Partners:

French Quarter Festivals, Inc. is proud of its 36 year history of providing high-quality community events that are accessible to all. The organization relies heavily on the contributions of sponsors and partners as well as beverage and merchandise sales to support the festival. Festival organizers welcome the return of Chevron as Presenting Sponsor of Satchmo SummerFest. "Satchmo SummerFest is a celebration of the music, life and legacy of Louis Armstrong and is part of Chevron's commitment to the local community," said Leah Brown, Public Affairs Manager for Chevron's Gulf of Mexico Business Unit. "His determination, talent, charisma, and charity broke

## **Satchmo SummerFest 2019**

down barriers in the Crescent City, across the country, and around the world. This longstanding event honors New Orleans' favorite son, while also stimulating economic growth and fueling the social vitality of southeast Louisiana. Chevron is proud to be a part of it."

Other sponsors for the 2019 festival include Omni Royal Orleans, WWL-TV, GE, Fidelity Bank, Hilton, New Orleans Tourism Marketing Corporation, Brown-Forman, Abita Brewing Company, Pepsi, The Bombay Club, Orpheum Theater, Harrah's New Orleans, French Market Corporation, Friend of Fest, Joseph K. & Inez Eichenbaum Foundation, Entergy New Orleans LLC, Boost Mobile, Very Local New Orleans, Blue Bikes New Orleans, Louisiana Seafood Promotion and Marketing Board, Reily Foods, Bayou Rum, Touro, Zapp's Potato Chips, National Parks Service, JAX Brewery Parking Lots and the Berger Company, Windsor Court Hotel, New Orleans & Company, Rhodes Funeral Home, Ella Fitzgerald Charitable Foundation, New Orleans Jazz and Heritage Foundation, Louisiana Division of the Arts, Barbershop Harmony Society, The Fertel Foundation, New Orleans Jazz Museum at the Mint, New Orleans Advocate/Times-Picayune, OffBeat Magazine, WWOZ 90.7 FM, Cumulus New Orleans, Where Magazine, WGSO, DownBeat Magazine, Louisiana Cookin', Clarion Herald, WBOK, Vinyl District, New Orleans Magazine, Biz New Orleans, and Entercom New Orleans.

### **Happy Birthday, Satchmo!**

Satchmo SummerFest is scheduled annually to coincide with Louis Armstrong's birthday on August 4<sup>th</sup>; the first festival took place on what would have been his 100<sup>th</sup> 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](http://www.fqfi.org)), the 501 (c) (3) nonprofit organization, which also produces **French Quarter Festival** in April and **Holidays 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](http://www.fqfi.org).