

FOR IMMEDIATE RELEASE

Dan Pittman
714-282-9994
dan@pittmanpr.com

**COSTA MESA AGREES TO HOST THE ORANGE COUNTY
CLASSIC JAZZ FESTIVAL THROUGH 2010**
Orange County's City of the Arts extends welcome to jazz festival

COSTA MESA, CA, August 23, 2006 – Fans of New Orleans-style classic jazz music can dust off their parasols and prepare to strike up the band in Costa Mesa, California again next August and at least through 2010.

The Board of Directors of the Costa Mesa Conference & Visitor Bureau has agreed to continuing to sponsor the Orange County Classic Jazz Festival in Costa Mesa each August through 2010, following a very successful 2006 edition of the classic jazz event that brought more than 12,000 fans of the popular toe-tapping style of music to the Hilton Orange County/Costa Mesa, the site of the event. The prior contract was through 2007.

“We are proud to say that Costa Mesa, the *City of the Arts*, is to remain the home of this popular jazz festival for at least another four years,” said Tom Smalley, bureau president and general manager of the Wyndham Orange County. “This event benefits the city from both an awareness and financial perspective as thousands of classic jazz enthusiasts spend time and money in our community.”

Eric Bever, Costa Mesa’s mayor pro tem, said that the jazz festival has become one of community’s most important economic drivers and that each year represents more than two-and-a-half million dollars in gross revenue.

“We are delighted to say that the jazz festival will be a fixture in Costa Mesa at least through 2010,” said Shaun Robinson, general manager of the Hilton. “We’re proud to be the host property for this great event that fills our hotel with music and enthusiastic guests.”

Festival Directors John Dieball and Connie and Larry Baker say they are thrilled with the bureau’s decision and are proud to consider Costa Mesa to be their permanent home. “The decision will aid us in securing the best bands, more sponsors, and in making the event even better for all concerned,” said Connie Baker.

-more-

Costa Mesa is considered to be Orange County, California's premier shopping, dining and cultural entertainment destination. Located about 25 miles south of Los Angeles, Costa Mesa is known for its world-class shopping at South Coast Plaza, and internationally acclaimed visual and performing arts in South Coast Repertory's Folino Theatre Center and the Orange County Performing Arts Center, home of the 3,000-seat Segerstrom Hall.

The highly anticipated 2,000-seat Renée and Henry Segerstrom Concert Hall and 500-seat multi-purpose Samueli Theater will open in September.

For more information about Costa Mesa, contact the bureau at 800.399.5499. Visit Costa Mesa online at www.costamesa-ca.com.

About The Orange County Classic Jazz Festival

The Orange County Classic Jazz Festival is produced by Orange County Classic Jazz Festival, Inc., a non-profit 501C(3) California corporation. Festival directors are John A. Dieball and Connie and Larry Baker. This festival operates differently than other similar events. There are five stages running at the same time. Attendees wear a badge for admission and are free to wander from venue to venue at any time. All ballroom venues are in the Hilton Orange County Costa Mesa. As is true with all performing arts events, the Orange County Classic cannot survive without its outstanding sponsors, especially the Costa Mesa Conference & Visitor Bureau, the lead sponsor, which supports with funding, promotion, advertising and participation by its nine member hotels. Additional sponsorship comes from Kawai Pianos, Zildjian drums, Pierre Cardin, Jazzdagen Tours, Juice Plus+, Citizens Business Bank, Arbor Records, Anaheim Band Instruments, and DSR Audio. For more information, call 888.215.6222 or visit the festival online at www.oc-classicjazz.org

###