

SFJAZZ Announces AT&T as Official Sponsor of School Day Concert Two-Way Live-streaming Technology

(San Francisco, CA, January 8, 2019) – SFJAZZ today announced AT&T as Official Sponsor of SFJAZZ School Day Concerts' Two-Way Live-Streaming Technology. AT&T is joining SFJAZZ to power an increase in the accessibility of music education programs through equipment and technological infrastructure to expand jazz appreciation, music education, and the reach of SFJAZZ concerts and activities. This initiative will also increase the capacity of schools and libraries to virtually collaborate during SFJAZZ School Day Concert live-streaming.

SFJAZZ School Day Concerts feature live musical performances at the SFJAZZ Center attended in person by over 600 Bay Area students. The next School Day Concert is Friday, February 22, 2019. Each SFJAZZ School Day Concert is live-streamed to students in multiple states on the West Coast. The expanded live-streaming capabilities will further bring world-class jazz artists out of SFJAZZ's Robert N. Miner Auditorium and into the community, connecting youth and adults, students and professionals, musicians and non-musicians with a diverse array of interactive programs and events.

AT&T's support allows for expanded technology capabilities for partner schools and libraries, updated materials, and a redesign of curricular guides for over 20,000 middle school students to better understand jazz and its context in American history. It also creates a publicly available archive of the SFJAZZ School Day Concerts and the accompanying curricular materials that will be accessible to thousands of students and educators across the country. The shared goal is to also provide access to free tickets so that students and educators at 50 schools across the Bay Area can experience world-class music live at the SFJAZZ Center and to support a SFJAZZ Jazz in the Middle semester-long residency, sending professional jazz musicians into middle school humanities classrooms to explore the history of jazz from a social, historical, and creative perspective.

"As AT&T continues to evolve as a company, with an increased focus on media and the arts, we want to empower the next generation of creators," said Anne Wintroub, Director of Social Innovation, AT&T. "We're proud to support SFJAZZ in their work to bring a love of music to students across the country."

"Expanding our educational programming beyond the walls of the SFJAZZ Center is a critical need for educators and learners," Donald Derheim, SFJAZZ CEO, said. "Our work with AT&T creates a perfect opportunity for far-away organizations to benefit from jazz education in ways that were never before possible."

SFJAZZ Education programs include serving all San Francisco and Oakland public and charter middle schools, providing over 25,000 hours of instruction

each year, the donation of over 3,000 SFJAZZ Center concert tickets to public schools and community groups each year, and providing students and educators special access to select interactive soundchecks, rehearsals, concerts, and professional development workshops.

Started in 2016, School Day Concerts bring San Francisco public school students into the SFJAZZ Center for free, immersive, and interactive concerts. School Day Concerts are accompanied by a curriculum tailored for young students, informed by the Jazz in the Middle program and drawing connections to the roots and evolution of jazz, through programs such as “Sounds of Freedom: Harriet Tubman and the Blues” and “From Jazz to Hip-Hop.” Students and teachers experience the highest caliber of live performance, interact with professional musicians, and discover how jazz is alive, relevant, and evolving today.

About SFJAZZ

SFJAZZ is a recognized international leader in jazz creation, presentation, and education. SFJAZZ explores the full spectrum of jazz—from the music’s origins in the African American community, to its diverse present-day expressions around the world. As a 501c3 non-profit organization, SFJAZZ works to develop the audience for jazz in the San Francisco Bay Area and beyond. SFJAZZ celebrates jazz as a living art form, built on a constantly evolving tradition.

In January 2013, SFJAZZ opened the 36,000-square-foot, \$64 million SFJAZZ Center on the corner of Fell and Franklin streets in the heart of San Francisco’s cultural corridor. The first stand-alone structure in the country built specifically for jazz, the SFJAZZ Center reflects a spirit of artistic exploration, embracing the full breadth of jazz and its related music; emphasize thematic programming, with tributes to jazz masters and celebrations of particular musical instruments, trends or styles; and strive to instill enthusiasm for jazz among a wider audience.

About AT&T

AT&T Inc. is committed to advancing education, strengthening communities and improving lives. We have a long history of investing in projects that create learning opportunities, promote academic and economic achievement, and address community needs. Our AT&T Aspire initiative uses innovation in education to drive student success in school and beyond. With a financial commitment of \$450 million since 2008, AT&T is leveraging technology, relationships and social innovation to help all students make their biggest dreams a reality.

Media Contact: Marshall Lamm, mlamm@sfjazz.org, 510-928-1410.

####