



**2003 “Year of the Blues”**

**KEY NATIONAL EVENT SCHEDULE**

## **KEY EVENTS**

### **Sundance Film Festival**

January 19 - 23

Park City, UT

Attendance: 40,000

- Premiere screening of a 100-minute compilation reel
- Panel discussions – Wim Wenders and Mark Levin, and Dick Pearce
- Three public screenings
- Press screening
- Host VIP party at Canyons Resort with performance by Peter Wolf and the Legendary Sleepless Travelers
- VW sponsorship integration

### **“Salute to the Blues” at Radio City Music Hall**

February 7

Attendance: 5,000 (concert film, *Lightning in a Bottle*)

Performance by 50+ top artists: B.B. King, Bonnie Raitt, Aerosmith, Natalie Cole, Buddy Guy, Ruth Brown, Solomon Burke, Clarence “Gatemouth” Brown, Macy Gray, The Neville Brothers, Chuck D, Gregg Allman, Robert Cray, India.Arie, Vernon Reid, Mavis Staples, Dr. John, Shemekia Copeland, Jimmie Vaughan, Keb’ Mo’, Angelique Kidjo

### **SXSW Music, Film, and Interactive Festival**

March 7 - 16

Austin, TX

Attendance: 12,000

- Sizzle reel screening
- Booth and VW integration
- Pass out materials

### **Full Frame Independent Film Festival**

April 10 – 13

Durham, NC

Attendance: 25,000; performance 1,000

- Opening night screening of a 100-minute compilation reel
- Live performance by Chris Thomas King
- Panel with Alex Gibney, Marc Levin, Chris Thomas King and Bobby Rush
- *The Blues* sponsors the opening night VIP party
- Pass out *The Blues* promotional materials

### **New Orleans Jazz and Heritage Festival**

April 24 - 28

New Orleans, LA

Attendance: 500,000

- Host VIP reception and concert at House of Blues
- Screen short reel
- *The Blues* booth
- VW integration

### **Beale Street Music Festival**

May 2 - 4

Memphis, TN

Attendance: 165,000

- *The Blues* booth on festival site
- Screen short reel
- Pass out *The Blues* promotional materials
- Host VIP reception

### **Cannes Film Festival**

May 14 – 25

Cannes, France

Attendance: 15,000

- World premiere of Wim Wender's "A Soul of a Man" – Directors' Fortnight
- Press conference
- Press screenings (additional added by popular demand)
- Public screenings, including night screening on beach

### **Chicago Blues Festival**

May 19 – June 1

Chicago, IL

Attendance: 650,000

- *The Blues* sponsorship of the Front Porch Stage
- *The Blues* booth on festival site
- Screen short reel
- Pass out *The Blues* promotional materials
- Host VIP hospitality suite at the Main Stage

### **Central Park Summer Stage**

June 14 – 15  
New York, NY  
Attendance: 5,000

- *The Blues* weekend sponsorship
- Opening night screening of a 100-minute compilation reel
- Live performance by Chris Thomas King
- *The Blues* booth on festival site
- Pass out *The Blues* promotional materials
- Host VIP/media reception

### **Spirit Festival**

July 3 – 5  
Kansas City, MO  
Attendance: 300,000

- *The Blues* sponsorship of the Main Stage
- *The Blues* booth on festival site
- Screen short reel
- Pass out *The Blues* promotional materials

### **Television Critics' Association Press Tour**

July 10 – 11  
Los Angeles, CA  
Attendance: 250 top TV and entertainment critics

- *The Blues* press conference with directors, producers, and musicians
- Screening
- Host VIP reception at House of Blues, live performances

### **Bumbershoot Festival**

August 29 – September 1  
Seattle, WA  
Attendance: 200,000

- *The Blues* sponsorship of the Blues Court Stage
- *The Blues* booth on festival site
- Screen short reel
- Pass out *The Blues* promotional materials
- Host VIP reception at Experience Music Project
- Screen 100 min reel

### **Kennedy Center**

September 3

Washington, DC

Attendance: 320 VIPS (Senators Lincoln, Cantwell, Sarbanes; Rep. Meek; senior staffers for Reps. Johnson, Udall, Blackburn)

- Appreciation event for “Year of the Blues”
- Screening and discussion
- Live performances by Koko Taylor and Corey Harris

### **Toronto International Film Festival**

September 4 – 13

Toronto, Canada

Attendance: 30,000

- *The Blues* screening
- Pass out *The Blues* promotional materials

### **Monterey Jazz Festival**

September 19 – 21

Monterey, CA

Attendance: 50,000

- *The Blues* sponsorship of the Jazz Theater
- *The Blues* booth on festival site
- Pass out *The Blues* promotional materials
- Screen short reels and 100-minute compilation reel
- Screen Clint Eastwood’s film, “Piano Blues”
- Panel discussion with Clint Eastwood and Jay McShann and live performance
- *The Blues* VIP party

### **Other Key Market Events**

There are key market events throughout the year that will help create awareness for *The Blues* project, there are a variety of additional events being discussed and planned that will occur at strategic times approaching airdate. Working with our partners, especially PBS affiliates, SONY/Universal, HarperCollins, Public Radio International and EMP, we will organize events in key markets and win coverage in those markets (and in some cases nationally). These events will depend heavily on scheduling of directors and talent from the films.

### **International Film Festivals/Events**

In addition to Cannes in France and TIFF in Toronto, CN, the project had a presence at:

- MIPCOM (international TV market)
- Venice International Film Festival (Italy)
- Cutting Edge Film Conference (UK)

### **Peripheral Film Festivals**

100 min. compilation film shown at other national and regional film festivals such as:

- Seattle International Film Festival (Seattle, WA)
- Santa Monica Film Festival (Santa Monica, CA)
- Crossroads Film Festival (Jackson, MS)
- Tallgrass Film Festival (Wicheta, KS)
- Woods Hole Film Festival (Cape Cod, MA)

### **Peripheral Music Festivals**

100 min. compilation film shown at other music festivals such as:

- Waterfront Blues Festival (Portland, OR)
- San Francisco Blues Festival (San Francisco, CA)
- Newport Jazz Festival/Newport Folk Festival (Newport, RI)
- Long Beach Blues Festival (Long Beach, CA)
- Telluride Blues & Brews (Telluride, CO)
- Old Town Blues Fest (Lansing, MI)
- Muddy Waters Blues Festival (Quincy, IL)
- UCLA “Blues Night”
- VW college campus tour

### **Station Affiliate Events**

*The Blues* hosted 30 regional station affiliate events including in:

- New Orleans, LA
- Austen, TX
- Memphis, TN
- Chicago, IL
- San Francisco, CA
- St. Louis, MO
- Seattle, WA
- Detroit, MI
- Bowling Green, OH
- New York, NY
- Charlotte, NC

### **Media Relations Tune-in Activities**

The project also is conducting a press connected to these events including SF, LA, NY, DC, Chicago, Memphis, New Orleans, St. Louis, Seattle, Detroit, Atlanta, Boston

- Multi-city media tour
- Satellite media events
- Radio media tour

### **Ancillary Products Events**

- HarperCollins book release and tours
- SONY/Universal CD/DVD release and tours

### **Theatrical Release**

Details to be announced