

# FOR IMMEDIATE RELEASE



## Contact:

Lesley Mitchell Clarke – LMC MEDIA  
[lmcmmedia@sympatico.ca](mailto:lmcmmedia@sympatico.ca)

Trevor Whittamore – SOCIAL TALK NOW  
[trevor@socialtalknow.com](mailto:trevor@socialtalknow.com)

## The TD NIAGARA JAZZ FESTIVAL • [www.niagarajazzfestival.com](http://www.niagarajazzfestival.com)

IS EXCITED TO ANNOUNCE THAT THIS YEAR'S HOLIDAY-THEMED FUNDRAISING CONCERT EVENT, WILL AGAIN PUT THE "FUN" in "FUNDRAISING" BY PRESENTING A JOYOUS LIVE-STREAMED CELEBRATION,



## ***"Home for the Holidays – Sing-along Fundraiser"***

*SUNDAY, December 6th – 4:00 PM - 5:00 PM*

*A new kind of virtual "Sing-along" holiday event for families in support of the TD Niagara Jazz Festival & the Anita Project / United Way*

**NOVEMBER 19th, 2020 – Toronto and St. Catharines** As the Award-winning TD Niagara Jazz Festival celebrates their hugely successful "Virtually Possible" 2020 Festival and moves towards their 8th year in 2021, Festival organizers (founded by Juliet Dunn and Peter Shea with their Founding Chairman Joe Robertson) have decided to continue their presentation of "virtually possible" musical experiences that will allow unlimited numbers of jazz lovers to not only enjoy the LIVE festive Holiday Concert, on DECEMBER 6, 2020 from 4:00 PM to 5:00 PM, but will also have the opportunity to support the Festival through donations, before, after and during the concert!! **"HOME for the HOLIDAYS"** will be a **virtual holiday fundraiser that will support the TD Niagara Jazz Festival in their continued objective to build and sustain a community that is focused on a "shared arts experience"**.

Now – more than ever – it is essential to not only support the arts in general – but more specifically, we need to support the musicians and other artists who have been so financially decimated during the COVID-19 pandemic... even when gathering together physically is impossible. TD Niagara Jazz Festival organizers wanted to find a way to honour the Founding Board Chair, Joe Robertson, his wife Anita and daughter Laura, during this time when we aren't able to physically gather together as a community. Tragically, all three were killed in an airplane crash in July of 2018. **"HOME for the HOLIDAYS"** was born because "Sing-a-Longs" were a Robertson family holiday tradition, and what better way to honour our long-time community members than by doing something that they so dearly loved.

**"HOME for the HOLIDAYS"** will benefit not only the TD Niagara Jazz Festival, but also "The Anita Project" (via the United Way), which packs and distributes hygiene kits to several agencies in the Niagara region, including; Gillian's Place, The YMCA, and Community Care, which was a project near and dear to Anita Robertson.

“The holidays are a time filled with warm drinks, family gatherings, fun traditions and nostalgia. The holidays are also a time that many reflect on those who have touched their lives in beautiful ways, but are no longer with us” said Juliet Dunn, Executive Director, Artistic Producer and Co-Creator of the TD Niagara Jazz Festival. “In these challenging times, we wanted to find a way to gather together honouring the Robertson’s, who are beautifully woven into the threads of the Jazz Festival. ‘Sing-a-Longs’ were a long-loved tradition in the Robertson household, so we are pleased to be able to utilize streaming technology in order to bring joyful music into the homes of Niagara families this holiday season! We will also welcome several surprise guests, as part of the one-hour ‘Sing-along’ including some Canadian celebrities that will be popping in to say hello!”

**“HOME FOR THE HOLIDAYS” IS A ONE-HOUR VIRTUAL HOLIDAY  
“SING-ALONG” FEATURING MCs ANDREW McPHERSON and JANE LEWIS**

“HOME for the HOLIDAYS” is a FREE, online virtual “Sing-along” that will be also be accepting donations for the TD Niagara Jazz Festival itself as well as the Anita Project (through the United Way). “HOME for the HOLIDAYS” will be filmed at Niagara’s iconic and architecturally beautiful Ridley College. The “Sing-along” will feature Ridley grads; Andrew McPherson — a two-time Juno Award nominee and a two-time Canadian Music Award winning musician, as well as a recording studio owner and in-demand voice actor, and also Jane Lewis — a performer, songwriter, music workshop facilitator, and community music instigator! Festival co-creators will co-host the event, which will also have surprise celebrity cameos, a performance from Tenja Hagenberg and her students from Performance on Point, performances from Ridley’s Upper and Lower Schools, Blundell’s School in the United Kingdom and one of the festival’s ‘JAZZ 4 the AGES Youth Competition’ winners - Evan Lewis Dolinski. The TD Niagara Jazz Festival and its organizers are very much looking forward to bringing the holiday spirit to Niagara and would like to thank Ridley for hosting the filming of the “Sing-along”, as well as all of the current students and graduates for helping in a variety of planning aspects.

**“HOME for the HOLIDAYS” - LIVE VIRTUAL EVENT DETAILS**  
**Date: Sunday, December 6th, 2020 • Time: 4:00 PM – 5:00 PM**

Join the Facebook event here: [www.facebook.com/events/2795269494125781](https://www.facebook.com/events/2795269494125781)  
Watch on Facebook: [www.facebook.com/events/2795269494125781](https://www.facebook.com/events/2795269494125781)  
Watch on Youtube: [www.youtube.com/watch?v=5Md6WjUD6C0](https://www.youtube.com/watch?v=5Md6WjUD6C0)  
How to donate: [www.niagarajazzfestival.com/donations/](https://www.niagarajazzfestival.com/donations/)

Donations will be accepted in advance, during and after the event.

## **EXCITING NEWS!**

The TD NIAGARA JAZZ FESTIVAL is PLEASED TO ANNOUNCE that we have now been granted the status of a CHARITABLE ORGANIZATION, so TAX RECEIPTS may now be issued for donations of \$25.00 or more!

To arrange a media opportunity with TD Niagara Jazz Festival Creators, Executive Director/Artistic Producer, **Juliet Dunn** and/or Co-Creator/Artistic Consultant, **Peter Shea**: Please contact LMC Media by phone at 1-416- 454-8041, or by e-mail [lmcmmedia@sympatico.ca](mailto:lmcmmedia@sympatico.ca)

