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July 3-4: Free Fillmore Street Jazz Festival Expected to Draw 100,000

Hartmann Studios of Richmond, Calif. appointed event producer

SAN FRANCISCO, Mar. 15, 1999 – Few things could be more American than jazz and the 4th of July, except for the 1999 Fillmore Street Jazz Festival bringing both together that weekend, July 3-4. More than 100,000 Bay Area music lovers are expected to attend the event, held in San Francisco's historic Fillmore district, and enjoy live entertainment, food, and more than 300 exhibitors of juried arts and crafts.

Sponsored by the Fillmore Merchants and Improvements Association, this year's festival is all-new. According to <INSERT NAME>, the association's president, Fillmore Street's rich musical heritage deserves to be showcased in a professionally produced annual event. "We want jazz lovers to come and enjoy themselves during the summer's best holiday weekend in one of the City's best neighborhoods," <HE/SHE> said.

The jazz festival runs each day from 10 a.m. to 6 p.m. with a full slate of Bay Area jazz musicians and performers, including many famed headliners, to be featured throughout both days. A playbill will be announced in the weeks ahead when performance agreements are finalized. Some 15 food booths featuring well-known, Fillmore-area restaurants will provide a wide variety of cuisines. Beer, wine, and margaritas will be available.

Hartmann Studios of Richmond, Calif., will plan, design, and produce the event. <INSERT NAME> said the firm's vast experience in the special event business, its resources, and a unique, creative spirit were deciding factors in choosing Hartmann Studios, which also will produce two Union Street festivals this year as well as the Burbank Village Art Festival in Southern California. "We are tremendously excited about working with the Fillmore Merchants and Improvement Association, the neighbors in the upper Fillmore Street area, and the City of San Francisco to produce an event that celebrates the unique history of jazz," said Mark Guelfi, Hartmann Studios' president.

Hartmann Studios was founded in 1978 and has become the largest full-service event producer in Northern California. It employs more than 140 people, and 1998 sales exceeded \$10 million.

The 1999 Fillmore Street Jazz Festival is free to the public and will be open from 10 a.m. to 6 p.m. Saturday, July 3, and Sunday, July 4. For more information about exhibiting or taking part in the event, please contact Event Director Steve Restivo at 510/970-3216.

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