

FOR IMMEDIATE RELEASE
July 20, 2010



Metro Arts Alliance:
Kim Poam Logan: 515-280-3222
kim@metroarts.org

Metro Arts Alliance caps successful Jazz in July series with Orquesta Alto Maiz

Des Moines, IA--On July 31, the music of Midwest jazz and salsa favorite, Orquesta Alto Maiz, will mark the end of Jazz in July 2010 at Lakeside Terrace in The Village of Ponderosa. The free concert will begin at 7:30 pm, following the Jazz in July Patron Party at 5:30. The July 31 event will be the 25th in this series, already enjoyed by thousands of Metro area residents.

“Metro Arts Alliance has worked with musicians, our tireless volunteers and supporters to build on our nearly 30 year history of bring quality performers to the doorsteps of concertgoers, in their own neighborhoods, free of charge.” Kim Poam Logan, Metro Arts Alliance Executive Director, said. “The standard entertainment model mandates potential listeners to buy a ticket and travel to a large venue. We have successfully turned this idea on its head by creating events that not only amuse us, but let us connect with our neighbors and build community pride.”

A tough economic climate did not dampen Des Moines area residents’ commitment to this popular concert series. Instead, it inspired community members to support Jazz in July and to make 2010 its most successful series to date. “Jazz in July has become an integral part of the Metro area’s cultural identity. This has only been possible through community sponsorship. I invite everyone to come out early to our Patron Party to meet artists and diehard jazz lovers and then follow me over to take in Orquesta Alto Maiz. And together we will guarantee the music will play on in 2011,” said Brad Rippey, Metro Arts Alliance board president.

For concert and Patron Party details, ticket purchases, or for more Metro Arts Alliance program information, call 515.280.3222 or email info@metroarts.org

Metro Arts Alliance engages central lowans in the arts opportunities and education to advance the creative economy and strengthen our community. Through its programs, Metro Arts Alliance nurtures innovative thinking through creative problem-solving, makes the arts accessible to everyone in the community, creates economic opportunities for artists of all disciplines, supports the arts as an industry, broadens public participation in the arts, and delivers the arts to the people in their neighborhoods, schools, community centers, libraries, and more.

###