

# PRESS RELEASE

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### EARLY CAREER STAGE MENTORING PROGRAM FOR MUSICIANS

**April 30, 2021 – WATERLOO, ON** – With the support of the Region of Waterloo Arts Fund, [UpTown Waterloo Jazz Festival](#) (UWJF) is pleased to announce a new, on-line program designed to provide musicians with tools to increase their ability to have a successful career in music.

UWJF is bringing together emerging and experienced artists for business training based on a "group-mentored" approach. This project is not limited to young emerging artists; UWJF recognizes that many of those interested will be in the process of a career transition.

"Musicians who graduate from music programs across the country are well-trained in many different disciplines involving the art of music," said Cheryl Ewing, General Manager of the UpTown Waterloo Jazz Festival. "They study technique, composition, music history and even the technical aspects of recording and production, but they are not getting enough education on the business elements of a career in music."

This program will provide musicians who are starting out in their career with access to the knowledge and experience of established musicians. "There are many ways to carve out a career in the music business whether it be in performing, teaching, managing or music production," said Ewing. "Our hope is to help people just starting out, find ways to develop their careers and experience success sooner."

The idea is to combine great theoretical knowledge and training with some practical ideas to help emerging musicians develop opportunities in the music business that are right for them. "This program will also help participants develop networking connections," added Ewing.

With the assistance of the Region of Waterloo Arts Fund, UWJF is offering the following on-line workshops that will be available on Zoom, each starting at 7:00 p.m. To register visit:

<https://www.facebook.com/WaterlooJazz/>

May 5: ***Performing and Producing Live Virtual Concerts - Demonstration and Discussion with Chris McKhool & Sultans of String***

May 12: ***Touring & Selecting the Right Management/Agent for You with Richard Burrows***

May 19: ***Music Entrepreneurship with Barbra Lica***

May 26: ***Marketing Your Music 101 with Amanda Kind***

June 2: ***Career & Artistic Development with Dave Wiffen***

June 9: **Showcasing & Pitching with Cheryl Ewing**

June 23: **Artistic Facilitation & Collaboration with Jason White**

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The Sun Life Financial UpTown Waterloo Jazz Festival is an annual three-day, free music festival held in Waterloo Ontario, encouraging all genres of jazz.

Media Contact:

Cheryl Ewing, Festival Manager

[communications@waterloojazzfest.com](mailto:communications@waterloojazzfest.com)