



Where People, Music & Culture Become One.
DESOTO · TEXAS

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SolJazz Partners Join Forces to Kick-Off The Biggest Concert Week in Desoto Ever!

Dr. Pepper, Walgreens, Pappadeaux, 7-11, Mac Haik Ford, Chili's and Sam's Club lead an All-Star roster of Dallas area companies supporting this blockbuster Music Festival

DALLAS, TX (April 2, 2012) – North Texas, regular host to Hollywood film screenings, championship sports tournaments and festivals of all kinds, will soon be the home to the biggest concert week in Metroplex history.

The 2012 DeSoto SolJazz Festival (DSJF) promises to usher in a new era of events in the DFW Metroplex that expand the infrastructure and financial base of the North Texas region by providing exciting, interactive and participatory events from June 1st – 10th which focus on five major components: **Family, Health, Music, Food and Fun!**

The DeSoto Chamber of Commerce and the City of DeSoto teamed up with Gemstone Management to get this immense project off the ground and make it the most successful event possible in its inaugural year. Dr. Pepper, has partnered with DSJF to be the exclusive beverage partner, while Walgreens, Chili's, Near Future, Cedar Crest Golf Course, Mac Haik Ford, 7-11, Dikita Engineering, James Zander & Associates, Sam's Club, and the All-America City of DeSoto's hosting facilities, the DeSoto Civic Center & Amphitheater, Marriott Towne Place Suites, Holiday Inn Express & Suites and Real Times Sports & Entertainment have also joined forces to show their support.

The **DSJF** Calendar of Events will be centralized in the best Southwest area and will showcase nightly SolJazz Happy Hour events at official SolJazz partner venues, June 1st through June 6th. There will also be a community-based Walk for Diabetes Prevention, on Saturday, June 2nd at Zeiger Park in DeSoto. Sponsored by The American Diabetes Association and benefitting The ADA and DeSoto ISD, registration starts at just \$10. Starting Sunday, June 3rd and going through Wednesday, June 6th, SolJazz Karaoke Contests will also take place nightly, and will feature sing-a-long competitions, chances to win finale concert tickets, drink specials, drawings and special prize giveaways!

Monday, June 4th through Thursday, June 7th The DSJF will host SolJazz Spotlight Concerts at the DeSoto Amphitheater in the Town Center. These **FREE** open air concerts will feature diverse artists performing their own original music. Friday, June 8th there will be a DSJF Celebrity & Partner Golf Scramble at Cedar Crest Golf Course, along with a Comedy & Casino Night that evening at The Hilton Garden Inn Duncanville.

All of these events will set the stage for the spectacular finale that is **SOLJAZZ SATURDAY!** Saturday, June 9th will highlight an All-Star lineup including **Cameo, Rachele Ferrell, Pieces Of A Dream, Doug E. Fresh, MC Lyte and more!** The campus of DeSoto High School will be transformed into a megaplex to include Food Trucks, Vendors, a Health Pavilion and Kidz Zone. To close out the 10-day celebration, there will be an Official Soljazz Brunch to celebrate Rejoice Sunday on June 10th.

Now is the time to start planning to attend the 2012 DeSoto SolJazz Festival. Email media@desotosoljazzfest.com for artist interview opportunities and stay tuned for more details and more artist announcements about the **2012 DeSoto SolJazz Festival "Where People, Music & Culture Become One!"**

www.desotosoljazzfest.com



ABOUT THE 2012 DESOTO SOLJAZZ FESTIVAL (DSJF)

"WHERE PEOPLE, MUSIC AND CULTURE BECOME ONE"

The inaugural 2012 Desoto, Texas Soljazz Festival will be held from June 1-10 with the finale concert being held at the beautiful Desoto Eagle Stadium, which will be transformed into a spectacular concert venue complete with an elevated sound stage, multiple jumbo LED screens and featuring international and nationally-renowned musical artists, local musicians, dancers, community groups, vendors, food, contests, free giveaways and family fun. Visit www.desotosoljazzfest.com or call 972-296-4367 for more info.

ABOUT THE DESOTO INDEPENDENT SCHOOL DISTRICT (DESOTO ISD)

DeSoto ISD serves 9,000 amazing students at 12 exceptional campuses in a district that enjoys small town support and high expectations of each DeSoto graduate. The district launched the DHS College and Career Academies (CCA) in 2010 and will compliment the curriculum with the expansion of 160,000 square feet added on the existing high school to house state-of-the-art 'classrooms' including broadcast studios, forensic and medical labs, courtrooms, culinary arts kitchens and much more!

The five Academies include Arts & Performance, Business & Technology, Health & Science, Professional and Classical. "The DHS College and Career Academies are open to all students in grades 9-12," said Board President Warren Seay, Jr. "The goal, after many years of development, is for students to explore potential careers while taking college preparatory courses and earning college credit while still enjoying the traditional high school experience."

DeSoto ISD accolades include more than \$4 million in scholarship offers in 2011, state contending athletic programs, extensive UIL and club opportunities for every student, awards for financial transparency and a caring, highly trained staff.

ABOUT GEMSTONE MANAGEMENT & CONSULTING, LLC (GEM) ----- Certified M/WBE, VOSB

*Specializes in Marketing & Consulting, Public Relations, Securing Entertainers, Event Management & Staffing, Media Buying & Planning, and Business & Community Outreach. The Gemstone name has been synonymous with successful event execution including the *BET College Tour* , *PGA Tour* , *Pantene Total Your Tour* , *State Farm 50 Million Pound Challenge* , *Ebony Black Family Reunion Tour* , *My Black Is Beautiful Tour* , *Ebony Escape Tour* and the *Ebony Sisterspeak Luncheons*.*

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