



**FOR IMMEDIATE RELEASE**

**PRESS CONTACT:**

Tesi Irving 888.430.6549

E-mail: [pr@desotosoljazzfest.com](mailto:pr@desotosoljazzfest.com)

**SHINE ALL SPOTLIGHTS, FLASH LIGHTS, STROBE LIGHTS &  
GREEN LIGHTS ON EAGLE STADIUM BECAUSE THE 2012  
DESOTO SOLJAZZ FESTIVAL IS A GO!**

*Festival Lineup will include the incomparable “Rachelle Ferrell” & Masters of Funk  
“Cameo” leading an All-Star Musical Roster Still Being Announced!*

**DALLAS, TX (March 5, 2012)** – Picture DeSoto Eagle Stadium with a frenzied capacity crowd of 10,000+ singing “Word Up” alongside Cameo...Snap a shot of Rachelle Ferrell churning out one of her almost 7-octave range ballads...Paint a vivid portrait of a large concert stage complete with LED screens, sub-woofers and multi-colored lighting truss. The frame would be supplied by the over 1,000 additional participating musicians, staff, supporters and students that will be involved with this inaugural monumental event and then decide Are YOU Ready?...*(start drumroll here)*

**The 2012 DeSoto SolJazz Festival (DSJF)** promises to be the start of a “new era” of events that expand the infrastructure and financial base of the surrounding areas by providing exciting, interactive and participatory events from June 1st – 10<sup>th</sup> that involves five major components: **Family, Health, Music, Food and Fun!**

The **DSJF** Calendar of Events will be centralized in the best southwest area and will showcase “SolJazzy Happy Hour” events at select “*Official SolJazz Partner*” venues. There will also be a community-based “Walk for Diabetes Prevention” whereas you can register now via [www.desotosoljazzfest.com](http://www.desotosoljazzfest.com). Join us for “SolJazz Karaoke Contests” where you can belt out your favorite songs and win SolJazz tickets and VIP access. The “SolJazz Spotlight Concerts” will be held at the DeSoto Amphitheater in the Town Center and will feature diverse artists with their own original style and music. There will also be a “Celebrity & Partner Golf Tournament” with more details to come, along with a “Comedy & Casino Night” that will set the stage for the spectacular SolJazz Saturday!

Saturday, June 9<sup>th</sup> also known as “**SOLJAZZ SATURDAY**” will highlight an All-Star lineup of over eight (8) national musical artists including Cameo, Rachelle Ferrell, MC Lyte, Doug E. Fresh and Pieces of a Dream! The campus of DeSoto High School will be transformed into a megaplex of sorts that will include Food Trucks, Food Vendors, Retail Vendors, Community Group Areas and a Health Pavilion complete with blood pressure checks,

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dental exams, chair massages, and a Kidzz Cool Down Area. To close out the almost 10-days of festivities, there will be an “Official Soljazz Brunch” to celebrate “Rejoice Sunday”

The DeSoto Chamber of Commerce teamed up with **Gemstone Management** to get this project off the ground and make this event the most successful event possible in its first year. With over 20 years of experience managing events, Gemstone CEO, Meredith Capleton knows what it takes for events like this to have longevity and that is *“The community--The community is the basis for all events of this magnitude, because the event has to create a foundation, and the foundation is not the artists, or the sponsors, it is the people--The people that this event involves will evolve. The students who will benefit from scholarship dollars provided by sponsors and matched by businesses alike. The fans and admirers of the performers are the core of the event and in the end will solidify popularity and demand. We just have to keep the great artists on stage, have a little something for everyone and get the tickets on sale!”*

Now is the time to start planning to attend this year and book your hotel to get the best rate. **“LIKE”** us on Facebook [www.facebook.com/the2012desotosoljazzfestival](http://www.facebook.com/the2012desotosoljazzfestival) and stay tuned for more details and more artist announcements about the **2012 DeSoto SolJazz Festival “Where People, Music & Culture Become One!”**

Visit [www.desotosoljazzfest.com](http://www.desotosoljazzfest.com) or call 888-430-6549 for more info. You really do not want to miss this exciting festival! Book your hotels, get your tickets and start planning to get to DeSoto (Dallas) Texas right now!

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#### **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 international and nationally-renowned musical artists, local musicians, dancers, community groups, vendors, food, contests, free giveaways and family fun. Visit [www.desotosoljazzfest.com](http://www.desotosoljazzfest.com) or call 888-430-6549 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 complement 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! 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.



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