



August 23, 2008

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PORTLAND JAZZ FESTIVAL NAMES RACHEL TRICE NEW MANAING DIRECTOR

Rachel Trice, CFEE, has been named new Managing Director of the Portland Jazz Festival, replacing Sarah Bailen Smith who has announced her resignation in order to pursue other opportunities.

Trice was the Director of Sales & Marketing for the Portland Rose Festival, which just celebrated its 100th Anniversary. While at the Rose Festival, Trice directed marketing and sponsorship efforts that consisted of more than 75 sponsors, 25 media partners, and \$2 million in raised income. Most recently, Trice accepted the invitation to lead the event management and sponsorship development division of +alcheme creative, inc., a full-service outsourced marketing and communications firm. Trice holds her Certified Festival & Events Executive (CFEE) accreditation from the International Festivals & Events Association, and was previously Executive Director of the Oregon Festivals & Events Association. She also serves as Workshop Facilitator for the University of Oregon Festival & Event Management Certificate Program. Trice brings 13 years of expertise in the event and festival industry to the Portland Jazz Festival.

In assuming her responsibilities, Trice will work closely with artistic director Bill Royston in developing the 2008 Portland Jazz Festival, February 15-25, and will work in transition with Ms. Smith through September and the upcoming Sonny Rollins concert, Friday, September 21, 2007 at the Arlene Schnitzer Concert Hall.

“Sarah will be missed. She co-founded this organization, and her vision and insight will be the foundation of Portland Jazz Festival for many years to come,” said Royston. “Although there is never good timing for transition, this has all evolved during a time of major organizational growth, which is very exciting. I look forward to working with Rachel.”

On September 21, Portland Jazz Festival will unveil its 2008 festival lineup, as well as the new **PDX Jazz**--a membership organization, providing year-round jazz programming, education & outreach, advocacy, and a variety of new resources to serve jazz in the Portland community.

For more information regarding the Portland Jazz Festival visit, www.pdxjazz.com.

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