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## RIVERFEST

### *Honoring New Orleans Jazz on the Westbank*

New Orleans, LA – Just a quick ferry ride across the Mississippi River, the community of Old Algiers comes to life every April with a fun festival featuring food, live music, and plenty of good times. Presented by the Old Algiers Main Street Corporation, whose mission is to preserve and revitalize the historically commercial corridors of Old Algiers, RiverFest offers visitors the chance to pass a good time and mingle with residents of one of New Orleans' historic neighborhoods.

The festivities usually begin on the first day of the festival around noon at the Old Algiers ferry landing with a *second-line* parade leading revelers to the festival grounds at the front of the historic Old Algiers Courthouse.

RiverFest presents the best in local live jazz, funk and blues. Past performers have included the Algiers Brass Band, Dr. Michael White's Liberty Jazz Band, Irvin Mayfield, George French, Kevin O'Day, Walter "Wolfman" Washington, Panorama Jazz Band and the Mohawk Hunters Mardi Gras Indians. Several churches in Old Algiers also take part in the festival by integrating live jazz into some of their services and masses.

"Old Algiers RiverFest is a way to celebrate and honor the contributions of largely overlooked jazz musicians from the area, who helped shape the original art form," said Valerie Robinson, chair of the festival and president of Old Algiers Main Street Corporation, the sponsoring organization.

"It also helps us focus on the role the river played in transporting this treasured music across the country and around the world. Beyond that, RiverFest is an authentic New Orleans experience, where visitors can see a historic neighborhood on the river, enjoy New Orleans cuisine, local hand-made arts and crafts and the fabulous music!"

As one of the oldest neighborhoods in New Orleans, Algiers has been connected to Canal Street with a ferry since 1827. The area has historically been a shipbuilding and railroading center and in 1978, Algiers Point was placed on the National Register of Historic Places. During Hurricane Katrina, Algiers was one of the few places in the city to escape major flooding and was one of the first communities to reopen after the storm.

RiverFest is a free event and takes place in front of the Old Algiers Courthouse at 225 Morgan Street, one the river levee, one block from the Canal Street Ferry. All proceeds benefit Old Algiers Main Street Corporation, a 501(c) (3) organization dedicated to the preservation and revitalization of the historically commercial corridors of Old Algiers.

The New Orleans Tourism Marketing Corporation promotes the city as a leisure tourism destination throughout the year. Annually, NOTMC's marketing campaigns include strategic print, broadcast, and Internet advertising and public relations. Web sites: [www.NewOrleansOnline.com](http://www.NewOrleansOnline.com); [www.NewOrleansMuseums.com](http://www.NewOrleansMuseums.com); [www.HearNewOrleansMusic.com](http://www.HearNewOrleansMusic.com).

For more information, call (504) 362-8813 or visit [www.aldalgiersmainstreet.com](http://www.aldalgiersmainstreet.com).

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