

PRESS RELEASE

International Jazz Day 2015

Music for Peace: Nairobi Celebration

When: 8PM to Midnight, 1 May 2015

Where: At The Elephant - No. 3 Kanjata Road off James Gichuru, Next to Msongari School

“
Jazz means
respecting
the human
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every woman
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“Jazz means dialogue, reaching out to others, bringing everyone on board. Jazz means respecting the human rights and dignity of every woman and man, no matter their background. Jazz means understanding others, letting them speak, listening with respect. Jazz means courage – it means standing up for freedom, in the spirit of solidarity” - Ms Irina Bokova, Director-General, UNESCO

With the support of the Thelonious Monk Institute of Jazz and jazz giant, UNESCO Goodwill Ambassador Herbie Hancock, live performances, jam sessions, workshops are being organized all around the world.

April 30th is the World Jazz Day and Kenya will be celebrating it with the *All That Jazz* concert. In Nairobi, May is the Jazz appreciation month with series of events happening where we would like to ask you to join us! A partnership between All That Jazz and Kijiji Entertainment the concert is aimed at growing and further deepening the jazz audience in Kenya, offering those who are fans an opportunity to enjoy good music and to introducing this art form to new audiences.

**Message from Dr. Evangeline Njoka
Secretary General/ CEO, Kenya National Commission for UNESCO**

In November 2011, at its 36th General Conference of Member States, UNESCO officially designated 30th April as International Jazz Day. It is recognized on the official calendars of both the United Nations and UNESCO. The Kenya National Commission for UNESCO and the UNESCO Regional Office, Nairobi are pleased to collaborate with partners and various artists in hosting the International Jazz Day in Kenya. This year's event will be held on May 1st at the Elephant, in Nairobi. The celebrations are held with the understanding that culture is at the heart of Sustainable Development, and that music is a tool that works towards National Cohesion. We hope that you can join us in this year's celebration. For more on arts, culture and events in Nairobi, please check:

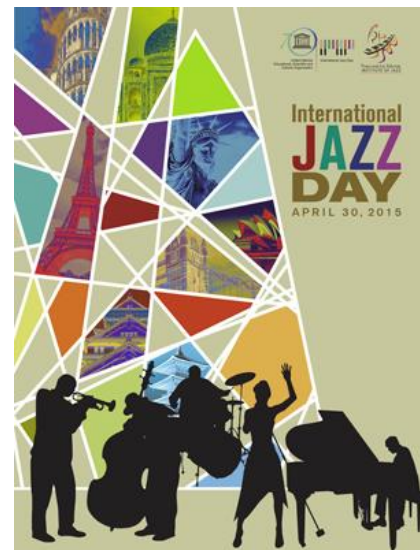
<https://nairobiNOW.wordpress.com/category/concerts/>

For contact:

Ms. Sarah Gakere, All That Jazz, +254 (0)20 7243 02497, sarah.gakere@zindua.com

Ms. Mulekeni Ngulube, UNESCO Cultural Programme Specialist: +254 (0)20 762 2621, md.ngulube@unesco.org

Mr. Masakazu Shiabta, UNESCO Public Information Officer: +254 (0)20 762 2347, m.shibata@unesco.org





Message from Ms Irina Bokova, Director-General of UNESCO, on the occasion of International Jazz Day, 30 April 2015

Henri Matisse once defined Jazz as “rhythm and meaning”.

Jazz means music at its most creative, its most free.

Jazz means diversity at its most varied -- from free jazz, swing and Afro-Cuban jazz to Latin jazz, Indo jazz, acid jazz and jazz rap... each style reflects a rich blend of local, national and regional influences.

Jazz means dialogue, reaching out to others, bringing everyone on board.

Jazz means respecting the human rights and dignity of every woman and man, no matter their background.

Jazz means understanding others, letting them speak, listening with respect.

Jazz means courage – it means standing up for freedom, in the spirit of solidarity.

All of this is the power of jazz – expressed most of all in its ability to touch upon the essential of human experience, which is sharing values and emotions, aspirations and dreams.

In times of change and uncertainty, we need the spirit of jazz more than ever before, to bring people -- especially young women and men – together, to nurture freedom and dialogue, to create new bridges of respect and understanding, for greater tolerance and cooperation.

In essence, jazz is a music of peace, and this has never been so important, to fight against new forms of hatred, racism and discrimination, and to strengthen humanity as a single community, sharing a past and a destiny.

On this International Jazz Day, women and men across the world are joining together to celebrate this power. This year, the event is woven into the celebration of UNESCO’s 70th anniversary, and we are putting out the message to people everywhere, from Paris to Sidney. With the support of the Thelonious Monk Institute of Jazz and jazz giant, UNESCO Goodwill Ambassador Herbie Hancock, live performances, jam sessions, workshops are being organized all around the world. Come join us!

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#JAZZDAY

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INTERNATIONAL JAZZ DAY

LIVE AT
THE ELEPHANT

NO. 3 KANJATA ROAD, OFF JAMES GICHURU ROAD, NEXT TO MSONGARI

1ST MAY 2015 | 8PM

ERIC WAINAINA
THE AARON RIMBUI COLLECTIVE
RICKY NA MARAFIKI

TICKETS | ADVANCE KSH 1,500 | AT THE GATE 2,000

CALL 0721946 710

JAZZ: This music of freedom is a force for peace, and its messages have never been more vital than they are today. With the support of the Thelonious Monk Institute of Jazz and jazz giant, UNESCO Goodwill Ambassador Herbie Hancock, live performances, jam sessions and workshops are organized across the world. Come jazz with us together for the Kenya celebrations!

