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## **Jazz Festival Recognized as Detroit’s Greenest Outdoor Event**

**DETROIT**— The Detroit Jazz Festival Foundation was announced today as the winner of the 2019 Pure Award during the Pure Michigan Governor’s Conference on Tourism in Traverse City, Michigan. The award recognizes Michigan tourism entities that have pioneered the incorporation of innovative and exemplary best practices in natural, cultural and/or heritage stewardship into their daily operations. With an attendance of more than 300,000 people throughout Labor Day weekend, the Detroit Jazz Festival presented by Quicken Loans is recognized as the “greenest” outdoor event in Detroit.

The Detroit Jazz Festival Foundation was celebrated for its “Greening of the Jazz Festival,” a partnership with the DTE Foundation and managed onsite by Schupan SustainAbility™, that overall reduced the festival’s carbon footprint and educated attendees during last year’s event.

“We are extremely appreciative of our partner, the DTE Foundation, for joining us on the quest to become the greenest jazz fest in the Midwest,” said Detroit Jazz Festival Foundation President and Artistic Director Chris Collins. “This award not only validates our efforts during last year’s festival, but also reinforces our commitment to being even more green as we celebrate our 40<sup>th</sup> year. We are very thankful for this acknowledgement and what our recycling efforts do for the citizens and city of Detroit.”

Highlights of the “Greening of the Jazz Festival,” included:

- A zero waste Opening Night Party by recycling glass, beverage containers, plastic film and food waste. The event achieved a 94.7 percent diversion rate.
- Signing up 85 residents for Detroit’s curbside recycling program to support the city’s goal of reaching 30 percent by end of 2018. This was the highest number of registrations during a public event to date.
- All material generated at the event’s official hotel, Detroit Marriott at the Renaissance Center, was recycled, reused, composted or converted to energy, resulting in a landfill-free facility.
- The festival implemented a free bike valet in Mariner’s Plaza in order to align with Detroit’s mission to create an accessible and bike-friendly city.

By working collaboratively with stakeholders, the Detroit Jazz Festival Foundation continues to support sustainable tourism and events taking place within the city by creating best practices for other Detroit events. Since 2011, the Foundation has diverted 41,751 pounds of material from the landfill.



### **About the Detroit Jazz Festival Foundation**

The Detroit Jazz Festival Foundation is an independent, non-profit organization that presents jazz and educational workshops throughout the year. The Foundation supports the Detroit Jazz Festival presented by Quicken Loans, which is the largest free jazz festival in the world and a major tourist attraction for the City of Detroit, with 26 percent of its audience coming from out of state. For more information, visit [detroitjazzfest.org](http://detroitjazzfest.org).

Major corporate partners include Quicken Loans, J.P. Morgan Chase & Co., DTE Foundation, Ford Motor Company, Carhartt, Inc., Mack Avenue Music Group, Dirty Dog Jazz Cafe and Comcast Cable. Additional partners include AARP, Absopure, AMTECH International, Andiamo, Ascension Michigan, Bedrock Detroit, Bingham Legal Group, Blake's Hard Cider, Central Michigan University, Cliff Bell's, Detroit Marriott at the Renaissance Center, Detroit Saxophone Center, Detroit Symphony Orchestra, Digital Planet, Domino's, Downtown Detroit Partnership, Fifth Third Bank, George Johnson & Company, Giffels Webster, Greektown Casino-Hotel, House of Pure Vin, Lyft, Metropolitan Hotel Partners, MGM Grand Detroit, Oakland University, Pepsi, Plante Moran, Rocket Fiber, Schupan SustainAbility™, Stella Artois, Steinway Piano Gallery of Detroit, Tito's Handmade Vodka, Wayne State University, Whole Foods Market and Woodward Gallery. Media partners include Fox 2, WJR, WEMU-FM, DownBeat, JazzTimes, Metro Times, WDET, WRCJ and Detroit Public Television.

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