



Contact: Kathy DeBrosse
Vice President, Marketing & Engagement, ArtsWave
937.207.3079

ArtsWave launches CincyJams, Cincinnati's first Workplace Battle of the Bands, Presented by Accenture

CINCINNATI (April 11, 2022) – ArtsWave, the region's engine for the arts, is in search of local bands as it launches CincyJams, the region's first workplace Battle of the Bands.

Presented by Accenture and a brand extension to ArtsWave CincySings, ArtsWave's popular and nationally recognized choral and employee engagement competition, CincyJams is a free-admission, easy-to-enter event that will happen May 19 at 7 p.m. at Hard Rock Café. (All band participants and attendees must be 21 or older). Radio One's R&B, Hip-Hop and "The People's Champ" DJ Don Juan Fasho will emcee the event.

CincyJams will bring employees together in businesses across the region to play music and cheer on their coworkers, while also raising funds for the region's arts. Participating companies will have at least two employees, and friends and family are encouraged to join. Workplaces can have one or more bands representing them.

Winning bands will receive a variety of prizes. The top two bands – the "Fan Favorite," selected by audience applause and the "Fan Funded," selected by funds raised to support the arts – will receive the opportunity to perform on stage at the largest arts event in the region: this year's BLINK®, illuminated by ArtsWave, happening October 13-16, 2022.

Leading up to BLINK, the "Fan Favorite" band will have the chance to cut their own album, with recording time at Studeō Par- in Northside through Cincinnati Music Accelerator. Prior to the recording session, they will receive two one-on-one coaching sessions – one from the family of Bootsy Collins and the other from Drew Lachey.

Members of the "Fan Favorite" band will receive pairs of tickets to this year's Cincinnati Music Festival presented by P&G, featuring headliners Charlie Wilson and Janet Jackson.

In addition, the winning bands will receive merchandise from Hard Rock, along with an array of tickets to the region's arts.

CincyJams is part of the 2022 ArtsWave Campaign, the largest community campaign of its type in the nation and the primary local source for funding the region's arts. Accenture Managing Director Dean Kuroff is pleased to sponsor the inaugural CincyJams, mentioning "ArtsWave is the way the region funds its arts. As the community comes together in support of hundreds of arts organizations and artists who create

thousands of shows, concerts, events, exhibitions, educational experiences, and festivals, this event reminds us that we all 'play' a part of the arts – whether we jam with our colleagues and friends at CincyJams or cheer them on as audience members. After two years of a pandemic that has created \$140+ million in losses for the region's arts, we need everyone's help this year in giving what they can to make our arts – and our region – strong. Encourage your employees to get a band together and come out and support them. It's a good cause, and we promise you an evening you won't forget!"

In addition to presenting sponsor Accenture, CincyJams is supported by these sponsors: Hard Rock Casino Cincinnati, Cincinnati Enquirer, Cincinnati Music Accelerator, the Bootsy Collins Foundation, Lachey Arts and Cincinnati Music Festival presented by P&G and Radio One.

For more information on how to enter, go to artswave.org/cincyjams.

###

About ArtsWave

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the engine for the arts. Its roots stem back to the late 1920s when the Cincinnati Taft family provided initial investment matched by community support. In the late 1940s, it evolved to become the first united arts fund in the nation and in the mid-1970s, the first organization to initiate workplace giving for the arts. ArtsWave continues to innovate while leading, as illustrated by its No. 1 rank nationally in community arts fundraising; co-ordination of a sector-wide Blueprint for Collective Action; piloting of new technologies to maximize arts engagement; and development of resources for the arts.

Strong funding for the arts has allowed Cincinnati's arts and culture scene to become a national draw and regional asset, creating a wave of economic and community benefits. Each year, ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. ArtsWave has set a goal of \$11.5 million for its 2022 Campaign, an amount necessary for the arts, given the difficult health and economic crisis that has spanned nearly two years, affecting the entire region. Donations can be made at artswave.org/give.

BLINK is a trademark of the Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation exclusively licensed by the Cincinnati USA Regional Chamber.