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**JVC JAZZ FESTIVAL SELECTS DOWNTOWN MIAMI FOR FIRST TIME
Miami DDA provides sponsor funds as part of its mission to promote Downtown**

MIAMI (June 11, 2008) – The Miami Downtown Development Authority (Miami DDA) recently contributed \$7500 to help bring the JVC Jazz Festival to Downtown Miami. The annual event was held in the city for the first time, on May 17, 2008 at Bayfront Park Amphitheater. Legendary singers Jorge Ben Jor and Sergio Mendes performed on stage together for the first time in over 30 years.

Produced by the Rhythm Foundation, the local partner of Festival Network out of New York City, the JVC Jazz Festival is an internationally recognized brand with events on four continents. At the event, the Miami DDA was prominently displayed alongside other important sponsors to a crowd of nearly 4,000 people.

“Because the venue seats up to 4,000 people, it afforded us an opportunity to reach a large number of attendees and promote the Miami DDA’s work and all that is happening in Downtown,” said Miami DDA Interim Executive Director Alyce Robertson. “We recognize the need to have quality events like this in order to make Downtown Miami a true entertainment destination. The move from Miami Beach is a big victory for us because we have so many extraordinary facilities and a central location.”

Gene de Souza, development director and associate producer of the Rhythm Foundation, added, “We selected Downtown Miami because its central location enables us to reach a large audience and is in the midst of a rebirth into an international cultural center. The waterfront venue was also unique and provided the perfect backdrop for our event.”

As part of its mission to “Make Downtown Miami the most livable urban center in the nation and strengthen its position as the international center for commerce, culture, and tourism,” the Miami DDA supports several downtown based entertainment events and spearheads its own programs that contribute to the aesthetic improvement and enhanced safety and security of Downtown Miami.

The Miami Downtown Development Authority, founded in 1965, is a public/private not-for-profit business governed by a 15-member Board comprised of three (3) public appointees and twelve (12) downtown property owners, residents and / or workers.

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Through its own programs and services and partnership with the City of Miami and other governmental entities, Miami DDA is dedicated to making Downtown a more livable community and improving the quality of life for employers, employees, residents, property owners, and visitors. For more information, please call (305) 579-6675 or visit www.miamidda.com.

The Miami DDA and the non-profit Downtown Miami Partnership also publish the DWNTWNR Newsletter, a quarterly update on what's new and happening in Downtown. The colorful informational piece is distributed to 15,000 residents, businesses, corporate centers and the Welcome Center. For more information on Downtown Miami, please visit the online version of the DWNTWNR Newsletter at www.dwntwnr.com.

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