

## Media Release:

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# New Breed Brass Band

## Performing at

# Bayou Boogaloo Music & Cajun Food Festival

### The Most Authentic Food and Music Festival in the Nation

**NORFOLK, VA - (March 23, 2016)** – Norfolk Festevents announces Louisiana’s Best of the Beat Award winner for Best Emerging Artist, the New Breed Brass Band to perform Friday, June 24, 2016, at the 27<sup>th</sup> Annual Bayou Boogaloo Music & Cajun Food Festival at Town Point Park, along the Downtown Norfolk, Virginia.

Norfolk’s annual Louisiana inspired unique experience takes place on **Friday, June 24 - Sunday, June 26, 2016** at Town Point Park on the Downtown Norfolk Waterfront, Virginia. The Bayou Boogaloo Music & Cajun Food Festival is Norfolk’s annual love-fest with Louisiana. This popular 3-day festival delivers the heart and soul of Louisiana to visitors of Town Point Park in true Cajun and Creole style. Straight out of the Bayou, regional and national recording artists provide diverse cultural musical entertainment on two stages.

### **New Breed Brass Band:**

*New Breed Brass Band lives and breathes the culture of New Orleans, infusing funk, rock, jazz, and hip-hop into a custom-made enhancement of second-line brass band tradition.*

*“That’s what we came up under,” says snare-drummer Jenard Andrews of second line bands like the ReBirth, Dirty Dozen and Lil’ Rascals Brass Bands. “Now we’re trying to take that sound and bring in some new stuff*



*and expand it. We bring outside influences like Earth Wind & Fire and Brass Construction, trying to interpret a different song for every genre, and make it all our own sound."*

*With a founding core of five New Orleans natives, New Breed Brass Band made its street debut as a nine-man unit in November 2013 at the Nine Times Second Line. Since then, they have showcased their originality opening for such diverse bands as The Fray, Red Baraat, Dr. John, The Waterboys, and Trombone Shorty & Orleans Avenue, as well as competing in the Red Bull Street Kings brass band competition in 2013.*

*Most of the members have been playing music since they were toddlers and count such New Orleans legends as James "12" Andrews, Troy "Trombone Shorty" Andrews, Topsy Chapman, Karl Leblanc, and Bruce "Sun-pie" Barnes as family members. Honing their childhood experiences playing music with their families, and on through high school marching bands and concert ensembles, the nine members of New Breed are united to one cause: rocking each show and entertaining audiences to the maximum degree possible. The band's strong desire is to be the next heavyweight contender among internationally-known New Orleans brass bands.*

*Whether performing in their hometown or on the road, New Breed will forever bring the vibe of the New Orleans second-line with them. "We can't wait," Andrews says of bringing the New Breed sound to stages and festivals around the world. "It's a new breed of music that we'll be bringing to our culture, and we hope to create a new sound for our city in the process."*

Additional regional and national performances will be announced in the coming weeks.

**Festival hours:** Friday, June 24<sup>th</sup> from 12:00pm-2:00pm, lunch time preview, Friday, June 24<sup>th</sup> from 2:00pm-10:00pm (gated), Saturday June 25<sup>th</sup> from Noon – 10pm (gated), and Sunday, June 26<sup>th</sup> from 12:00 – 6pm (gated).

The **27<sup>th</sup> Annual Bayou Boogaloo Music & Cajun Food Festival**, presented by AT&T, is produced by Norfolk Festevents, Ltd. and sponsored by the City of Norfolk, Southern Auto Group, Lumos Networks, CFE Equipment Corporation, Norfolk Waterside Marriott, Pepsi, Abita Brewing Company, and WVEC TV 13.

To purchase tickets, visit [www.Festevents.org](http://www.Festevents.org) or call 757.441.2345.

**Norfolk Festevents, Ltd.**, based in Norfolk, Virginia, is a private, not-for-profit organization dedicated to creating the most dynamic urban waterfront community in America through innovative programming and imaginative uses of its historic waterfront spaces. An extensive 10 month schedule of diverse outdoor cultural events, festivals, concerts, entertainment, holiday programs, tall ship visits, sports and recreation are presented in two popular and welcoming waterfront environments; Town Point Park located in downtown Norfolk on the banks of the Elizabeth River and Ocean View Beach Park situated on the shore line of the Chesapeake Bay. Norfolk Festevents has served as the City of Norfolk's official event marketing agency since the city's downtown waterfront revitalization initiatives began in 1982. The organization has garnered international acclaim for its advocacy for public access to waterfronts, outstanding quality programming and development of public spaces, transforming Norfolk into one of the most progressive, fun and livable waterfront communities in the country. Residents, workers, and visitors to Norfolk and the Hampton Roads region are invited to experience all the fun and excitement of the 2016 season!

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