

SANTA FE MUSIC ALLIANCE

FOR IMMEDIATE RELEASE

Saturday, Dec 8, 2012

INAUGURAL SANTA FE MUSIC ALLIANCE PARTY SUNDAY, DEC 16

Santa Fe, N.M. —The newly formed Santa Fe Music Alliance (SFMA), a non-profit organization dedicated to supporting music of all genres in the City Different, will host their first event Sunday, December 16, 5 -8 p.m. at the Cowgirl.

The event will feature live music by Mariachi Buenaventura and the Swinging Ornaments, a holiday music group. The festive gathering will bring together musicians, music industry professionals, music lovers and others involved in the music community. The alliance will also be raising start-up funds to support its efforts and recruit new members.

“First and foremost, we want to have fun,” says musician and producer Jono Manson, SFMA's president. “There will be a brief presentation about who we are and how people can participate, but it'll definitely be a fun, holiday party organized for Santa Fe's music community to network, learn about the Santa Fe Music Alliance and enjoy great live music.”



Mariachi Buenaventura

The event is designed as a way to bring people together who are part of the music community but may not have met before.

"I think there's a lot of potential that's not being maximized," Manson said. "There's much more here than immediately meets the ear."

The SFMA was formed in September, when local musician and attorney John Widell (who leads the Broomdust Caravan as Johnny Broomdust) posed the idea of a local music alliance on Facebook and received an enthusiastic response. He organized an informational meeting in late September, attended by about 50 musicians, producers, disc jockeys, artists and others interested in being a part of the organization. The group came up with a list of goals, ranging from establishing a group health insurance plan to creating a new venue to be managed by the alliance. The SFMA held their first official board meeting in November and continues to work toward achieving those goals.

The Santa Fe Music Alliance (SFMA) is a non-profit organization of musicians, music industry professionals, and music advocates. The SFMA is dedicated to fostering creativity and community by supporting a sustainable and vital environment for music of all genres in Santa Fe, New Mexico.

What: Santa Fe Music Alliance Holiday Party

Where: Cowgirl, 319 South Guadalupe Street, Santa Fe, NM

When: Sunday, Dec 16, 5-8 p.m.

Why: To get the word out about the alliance, sign up new members, raise money to support the Alliance's work and enjoy great music.

Cost: Free

Info: SFMA President Jono Manson 505-699-4323 and Busy McCarroll 505 471-0397/505-930-0397

IMAGES AND INTERVIEWS AVAILABLE UPON REQUEST

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