



FOR IMMEDIATE RELEASE

Contacts:

Amy Burger, amy@amyburger.com
(314) 265-1372

Nick Garcia, nick@jazzstl.org
(314) 795-4754

JAZZ ST. LOUIS SELECTS NICK GARCIA AS NEW DIRECTOR OF MARKETING

In his new role, Garcia will emphasize inclusiveness, the organization's world-class educational programming, and increasing attendance in the intimate 200-capacity club.

ST. LOUIS, MARCH 15, 2023 – After a rigorous nationwide search, [Jazz St. Louis](https://www.jazzstl.org) is pleased to promote Nick Garcia as its new Director of Marketing. In this role, Garcia will be responsible for leading marketing initiatives, communications, and public relations for the organization and will report directly to Victor Goines, Jazz St. Louis President and Chief Executive Officer.

“Nick joined JSL during the height of the pandemic in 2021 from Media Whisper in Nashville, where he served as Community Manager. As Marketing Engagement Associate at JSL, he has been an invaluable member of our marketing team. Nick’s expertise in social media has been inestimable to our recent success, and his energy, enthusiasm, and engagement have been central to our survival during this period of transition. Nick will bring a fresh perspective and new spirit to our organization as a member of our Leadership Team. He will be of great assistance as we execute our mission as a leader in our community, region, and nationally,” said Victor Goines.

-more-

With Garcia on the Marketing team, Jazz St. Louis has expanded DEI efforts, seen explosive growth on social media, experienced the best week-of-show ticket sales in the organization's history, and enjoyed an extraordinary open rate for their value-rich newsletters.

In 2016, Garcia accepted a position at a marketing agency in Nashville, TN, where he performed social media management for House of Blues and Live Nation Entertainment clubs and theaters across the United States, helping break rapper Jack Harlow to worldwide acclaim and producing content for high-profile accounts that have amassed hundreds of millions of views across the globe. He's relocated back home to St. Louis full-time and has reconnected with our vibrant community of extraordinary musicians.

Garcia has been championing the St. Louis arts community for over a decade. In 2012, he founded an internet radio station and music publication solely dedicated to various regional artists and bands of all genres. He then went on to host and produce a show for St. Louis Public Radio, where he currently serves as a weekend announcer during programs like *The Next Set*, Jazz St. Louis' collaborative show with the station that broadcasts live recordings from the club.

As Director of Marketing, Nick Garcia will continue to build on his successes while placing an emphasis on inclusiveness, developing marketing and communications strategies to increase attendance of the intimate 200 capacity jazz club's current and upcoming season, heightening the profile of Jazz St. Louis' world-class educational programming, and helping the club reach national and international recognition with on-demand content.

"St. Louis has stamped its indelible character into America's influential export of entertainment, and into jazz in particular," says Garcia. "I look forward to using my insights to raise the profile and impact of the organization and to help share our city's abundant musical history, while also making history with this gem of a club we call Jazz St. Louis."

Marketing and media inquiries may be directed to Nick Garcia at nick@jazzstl.org.

About Jazz St. Louis

Jazz St. Louis advances the uniquely American art of jazz through performance, education, and community engagement. Each year, this non-profit organization presents over 270 performances in its internationally acclaimed concert series. Jazz St. Louis takes a three-pronged approach to its work: presenting jazz, encouraging and educating future audiences, and nurturing budding musicians. For more information about Jazz St. Louis visit jazzstl.org or facebook.com/jazzstl.