

media marketing report



Photo: T-Savory Halifax Bloggers



HALIFAX
JAZZ
FESTIVAL

WWW.HALIFAXJAZZFESTIVAL.CA
PO Box 33043 Halifax, NS, B3L 4T6
Canada, 902-718-6205

REGISTERED CHARITABLE ORGANIZATION
BN 8888 19190 RR 0001
info@halifaxjazzfestival.ca

2018

overview



Photo: Sydney MacLennan

2018 marked the **32nd edition** of the TD Halifax Jazz Festival, which took place along the Halifax Waterfront, and at stages throughout greater Halifax. It represents **60,000 attendees, 6 days of concerts, 10 days of educational workshops, and 88 performances**, of which **64 were free to attend**. The festival is a highly regarded event in local, national and international music communities and is proud of its status as a **signature event** in the province of Nova Scotia.

Overview

The 2018 edition of the TD Halifax Jazz Festival took place over 6 days and evenings at stages throughout greater Halifax from July 10 - 15.



Photo: Sydney MacLennan

OUR MISSION - At the heart of the Halifax Jazz Festival's **vision** is the belief that **jazz is a perpetually innovative and historically rich art form** that has the power to impact society in meaningful and transformative ways. The festival is guided by the value of **community development**, whether that be a community of artists, students and teachers, volunteers, fellow arts presenters or the international music community.

ONLINE AUDIENCE - Our online followers grew to over **20k** in 2018 across our newsletter subscription and social media channels. Our website visitors also reached a new high of over **127k unique visitors**, located mainly across Canada, the Upper-East United States and the UK. As our programming variety has grown to appeal to greater audiences, our largest key audience demographic on all platforms is now women aged 25-34, reflecting this growth in lineup diversity.

395 ARTISTS - **246 local, 122 national, and 27 international musicians** appeared at the 2018 festival. Featured artists included international headliners **Molly Johnson, Chaka Khan, and The Soul Rebels** ft. special guest **Matisyahu**; local heroes **Dub Kartel, The Halifax All-Star Jazz Revue, Roxy & The Underground Soul Sound, and Matt Andersen** with **The Mellotones**; fan favourites **Alvvays**; and Grammy nominees **The War On Drugs** and **Daniel Caesar**.

Overview

Designated a Hallmark Event by the Halifax Regional Municipality, TD Halifax Jazz Festival is the largest summer music festival in Nova Scotia.



Photo: Bob Pettipas

FREE CONCERTS - This year, the festival was host to **64 free performances** at venues throughout the festival. Free concerts and workshops for the entire family took place across **11 venues** in a variety of neighbourhoods to make the festival more accessible to people living **outside the city centre**. New for 2018 we welcomed a new stage at Art Bar, which was host to free a late-night open improvisation featuring surprise special guests and local luminaries.

FRANCOPHONE ACTS - The festival presented some of the finest francophone artists in Canada from **New Brunswick, Montreal, and Quebec**. We proudly highlighted Canada's **Acadian and Francophone** artists on different stages across the festival, as part of the Stingray Rising Stars Series, our Atlantic Jazz Masters Series; Late Night Jazz Series, and interactive Jazz Labs. **Alliance Française**, provided translation and hosting support to assist in the presentation of these artists.

RISING STARS - The **Stingray Music Rising Stars** program features five talented up-and-coming artists from across Canada every day on the Waterfront Stage. Through a two tiered process of peer assessment and online voting, one individual receives a **\$3,000 prize from Stingray Music** to jumpstart their career. We were thrilled to announce **Emie R. Rousell Trio** as the 2018 winner on stage at our closing festival concert.

our team



Photos: Chandrae Bailey

The TD Halifax Jazz Festival is proudly presented by Jazz East Rising Association.

The Halifax Jazz Festival is a charitable organization which presents year-round public and educational programming that enriches our community and ensures the continued growth of musicians.

BOARD OF DIRECTORS

Andrew Killawee, Chair
 Olga Manzoni, Past Chair
 Arthur Irwin, Vice President
 Paul Chui, Secretary
 Eleanor Fitzpatrick, Treasurer
 Robert Cowan
 Fred Fiander
 Catherine Stevens Doane
 Leonard Preyra
 Charles Hsuen
 Lauren Aucoin

2018 STAFF

Andrea Dawson Thomas, Executive Director
 Andrew Jackson, Senior Programmer
 Krista Keough, Festival Manager
 Sara Russell, Marketing Manager
 Kimberly Sinclair / SpinCount, Publicist
 Jody Way, Accountant and Office Manager
 Tanya Beers - Bar Manager

VOLUNTEERS

Over **400 committed volunteers** work together, contributing **9,200 hours** to make this Halifax hallmark event a success year after year. A huge thank you goes out to all of our volunteer coordinators and their teams who work so hard behind the scenes and on the ground. The festival would not happen without their support and enthusiasm!

“
 One of the perks of being a volunteer is having access to music, and five days of music is paradise to me
 - Andrew, volunteer

I’ll be coming back as long as I can, and as long as they’ll have me!
 - Amal, 20+ year volunteer

support



The TD Halifax Jazz Festival is a charitable organization which presents year round public and educational programming that enriches our community and ensures the continued growth of musicians. The 2018 Halifax Jazz Festival is made possible by generous contributions from our many sponsors, supporters, and government funders.

DONORS & FRIENDS

Many individuals donate to the festival and we thank them for their generous support.
Patrons (\$1000+) Mrs. Marjorie Lindsey, Artie Irwin, Dr. Louis Boileau, and John Riley
Elite (\$750-999) Leonard Preyra, Fred Fian-der, and Olga Manzoni
Business Supporters Cole Harbour Self Storage and Cabot Shipping Supplies
The list above acknowledges donations between June 2017 to May 2018.

PARTNERSHIPS

Outside of our sponsorships, funding, grants and donations, we also took part in key partnerships such as the Tourism Nova Scotia advertising program to help grow brand awareness and festival attendance outside of Nova Scotia. We also partner with other not-for-profit arts organizations including OBEY convention to co-present concerts and educational workshops.

GOVERNMENT

We gratefully acknowledge the support we receive from government grants and funding programs such as Heritage Canada, Arts Nova Scotia, and the Craig Foundation.

“
Downtown #Halifax rocked last night @HFXJazzFest with the phenomenal War On Drugs @TD_Canada thank you for continuing to support the arts and helping to make our city vibrant - @margarechapman via Twitter
 ”
 TD Halifax Jazz Festival 2018

awards



Photo: Waves Media

SUSAN HUNTER AWARD

The **Susan Hunter Award** is presented by the Halifax Jazz Festival's **Board of Directors** to recognize a **proven leader** in the Halifax **arts community** - an individual demonstrating leadership, creativity and passion. This year we were thrilled to honour longtime musician, **Artie Irwin**. Artie has been active as a musician for 65 years - a **drummer** known to generations of Haligonians for his work with his own jazz projects such as Ensemble Plus and the Artie Irwin Trio, and with dozens of other groups on TV and radio.

THE COAST'S 'BEST OF'

35,817 readers of **The Coast**, Halifax's free weekly print and digital newspaper, nominated and voted for the **'Best Of Halifax'** events, businesses, arts and culture. For the **third year in a row** Halifax Jazz Festival won **gold place** for **Best Music Festival**, and for the second year in a row, **silver** for **Best Festival**. "Halifax Jazz Festival continues to sock dingers year after year, following up last year's Anderson.Paak blowout with the likes of Chaka Khan, The War on Drugs and Daniel Caesar."



initiatives



Photo: Mark Pineo

A GREENER FESTIVAL

Working with sponsors to reduce carbon footprint and **environmental impact**, TD Halifax Jazz Festival implemented key **eco-initiatives** once again. Highlights include providing bike racks, water-bottle filling station, waste management for garbage, recycling, and compost, signage recycling, compostable beer cups, paperless ticket options including phone scanning at all venues, and more. Metro Transit provided all volunteers complimentary use of all **buses and ferries** during the festival, with all festival venues located along public transportation routes.

ACCESSIBILITY

We are proud that all festival venues are wheelchair accessible, and are constantly working to improve **festival experience** and **inclusivity** for all who would like to attend. Working with a consultant, staff and volunteers worked to improve **accessibility** at our waterfront site including large-print programs for patrons with limited eyesight, gender-neutral washrooms, a raised platform for wheelchair users to view the stage, and early site access along with assigned seating in the bleachers for people with limited mobility.

Attendee Janet Murray was “happy and impressed” that our volunteers picked her out of the line, brought her through the VIP entrance, escorted her to the platform and then later provided a warm blanket when it cooled off. She was very impressed, and “felt very taken care of”

education



As a not-for-profit company and registered charity, we provide opportunities for artistic development and music education to inspire and guide the next generation of musicians. Our educational programs are made possible through our title sponsor TD, government funding, and money raised at our annual holiday concerts. Halifax Jazz Festival's music education programming includes: Free and interactive Jazz Labs featuring local and visiting artists. A sound-making sail around the harbour for kids Splash! Bang! Boom! Our education centerpiece the 10-day immersive Creative Music Workshop

CREATIVE MUSIC WORKSHOP

An 8-day **intensive program** where the ensemble is the classroom and improvisation is more than a style, it's a path for learning. Since it was **founded in 1996** by world-renowned percussionist Jerry Granelli, saxophonist Don Palmer and bassist Skip Beckwith, the Creative Music Workshop has been a central component of the Halifax Jazz Festival. Over the years, it has been instrumental in fostering a **strong artistic community** not just in Halifax, but across North America. CMW alumni have gone on to become professional artists, educators and creative individuals worldwide.

JAZZ LABS

Part of the Music Education Program, Jazz Labs are free **interactive performances and workshops** aimed to engage and inspire audiences. Beyond sharing the relevance of jazz in today's world, these Jazz Labs provides opportunities for **artistic development and music education** for all ages. Jazz Labs are always all-ages, free to attend, and held in accessible community spaces such as **Libraries** across Halifax Regional Municipality. Outside of the Halifax Jazz Festival, they are also held during African Heritage Month, Jazz Appreciation Month festival, and more.

KIDS PROGRAMMING

We hope to foster music education and appreciation in future generations by programming **family-friendly** concerts, workshops and activities. Our most popular kids activity is **Splash! Bang! Boom!** Led by local jazz musicians and educators, this floating music workshop takes place on the Tall Ship Silva while it sails around the Halifax harbour. Kids are also heartily encouraged to attend our park concerts, library Jazz Labs, and our free daily concerts at the Waterfront Stage where we have a kids activity zone.

stages



Photos: Bob Pettipas, David Bailleau

Our 2018 festival edition took place across 15 venues and stages throughout the Halifax Regional Municipality.

Located alongside the beautiful and lively Halifax harbour, our largest venue is the outdoor Waterfront Stage. Host to the world's brightest international touring artists, local favourites, and Canada's next rising stars, this stage offers both ticketed and free daily concerts, along with local food and drink vendors, souvenirs, and kids activities.

Located just a short walk from our Waterfront site, St. Matthew's United Church is a stunning seated venue, perfectly suited for the most engaging and inspiring performances.

Our other venues and partnered stages, provided a home for park concerts in the sun, interactive and educational workshops for all ages, late-night free-improvisation, local showcases, dance parties, and more!

2018 Official Venues :

Waterfront Stage
St. Matthew's United Church
1313 Hollis
The Carleton Music Bar & Grill
Art Bar

Community stages:

Hydrostone Park
Dartmouth World Peace Pavilion

Jazz Labs:

Halifax Central Public Library
Alderney Gate Public Library
Halifax North Memorial Library
Tall Ship Silva

Partnered Stages:

Bâton Rouge
Le Bistro By Liz
Obladee Wine Bar
The Local

“
Thanks to all the volunteers,
staff & music peeps who
make @HFXJazzFest such a
fun & accessible event
#Halifax #arts #Jazzfest
@alvwaysband
- @holahfx via Twitter
”

activations



Photos: Waves Media, Laurianne Croteau, Bob Pettipas, Mark Pineo

“
Thanks to all who joined us for a wonderful night at @HFXJazzFest! We are happy to sponsor this festival and host 250 #SMUalumni in our VIP tent for a night of great music and company - @smualumnihfx via Twitter
”

We work with local and national brands to help them engage with their target demographics through interactive displays, product sampling, and promotions.

Some of the on-site activations included TD Bank Group, Dairy Farmers Of Canada, No Boats On Sunday and more.

TD provided the popular TD Zone; a space to relax, connect to complimentary wifi, and re-charge devices.

87% of surveyed attendees interacted with on-site activations and vendors.

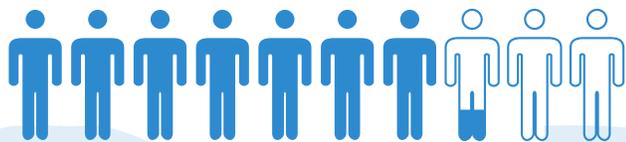
97% of surveyed patrons are aware that TD is the title sponsor of the Halifax Jazz Festival, and 82% agree that they are a good, very good, or excellent fit as a sponsor.



audience



Photos: Chandrae Bailey, Ed Boulter



72% attended multiple festival events

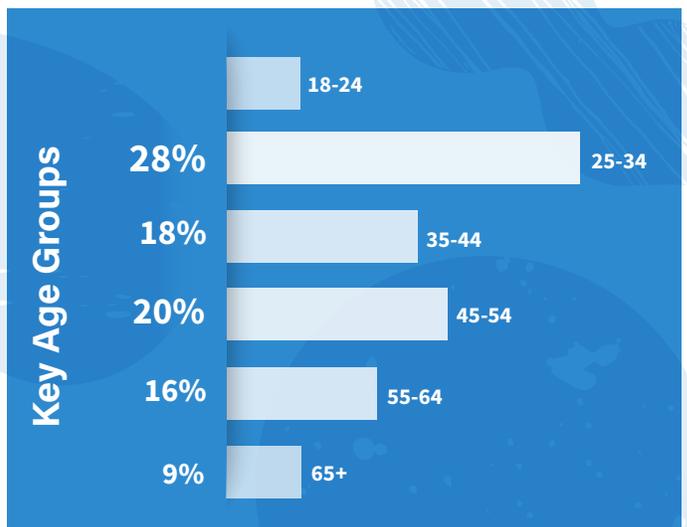
10% sought accommodations to attend the festival

56% are female

85% travelled from outside of downtown Halifax

**based on surveyed attendees*

60,000 attendees

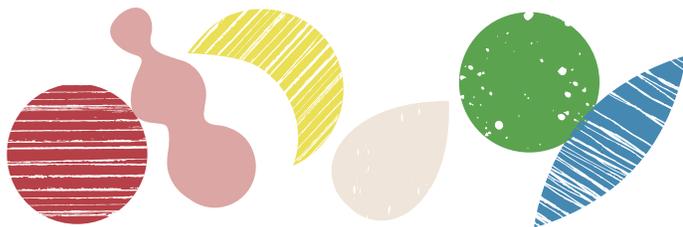


branding



Brittany Pickrem Branding & Design is the proud creator behind the main image for the 2018 TD Halifax Jazz Festival.

The artwork by Brittany was versatile and captured the energy and creativity of the festival. The artwork needs to easily grow for use in billboards, and shrink to fit coupon size, and is used in both colour and black and white. She understands the balance in abstract and representational objects that we are aiming for when visually representing the festival.



“

It's a typical #Halifax harbour day @HFXJazzFest on the waterfront. Sun is shining, fog is gently rolling in and out, music is wonderful.

Really love the intimate Peace Pavilion venue @AlderneyLanding of @HFXJazzFest.

@DT_Dartmouth rocks!

- @merylacook via Twitter

”

promotional



Programs

16,000 program guides were distributed at coffee shops, restaurants, community centres, libraries, grocery stores, in the weeks leading up to the festival, and on-site at all festival events. We also supplemented the amount of full printed guides with rack card schedules to reduce the quantity of guides taken for that purpose only.

Posters

Over 600 posters were displayed on street poles throughout Halifax, Dartmouth, Bedford, Yarmouth, and other key cultural locations throughout the Maritimes. We also worked with HRM Community Centres to circulate posters and information about free programming throughout their locations. TD also displayed our festival lineup posters in all regional branches.

Newsletters

Our newsletter has over 3,600 subscribers, with an **Open Rate of 37%** which is over twice the success of the industry standard of 14%. In 2018 we sent out 36 newsletters which received an average click rate of 8%.

“
Halifax Jazz Festival
knocked it out of the park this
week with all the excellent
musical performances.
Large crowds for The War On
Drugs, Chaka Khan and
Daniel Caesar.
Well done #halifaxjazzfest
- @ronsingerpm via Twitter
”

pageantry



Pageantry not only creates the overall look of the TD Halifax Jazz Festival, it's an important marketing tool that takes over the city to let everyone know that the event of the summer is happening.

In the festival lead-up we're seen on pole flags throughout downtown and across the bridge, and during the festival, all venues are given the full branding treatment so all patrons know they are at an official HJF event.

With the new TD branding refresh we received a new look to our stage banners, backdrops, fencing scrim, entry gate signage, pop-up banners, venue flags, and more.

Another awesome @HFXJazzFest gets underway tonight on the #Halifax waterfront. Gets better every year. Thanks @TD_Canada and all the sponsors - and over 500 volunteers!

#Halifaxjazzfest #hjf2018 - @mikesavagehfx (Halifax Mayor) via Twitter

Advertising

From billboards to mobile banners, adverts for the Halifax Jazz Festival appeared on print, digital, an interactive platforms across North America.

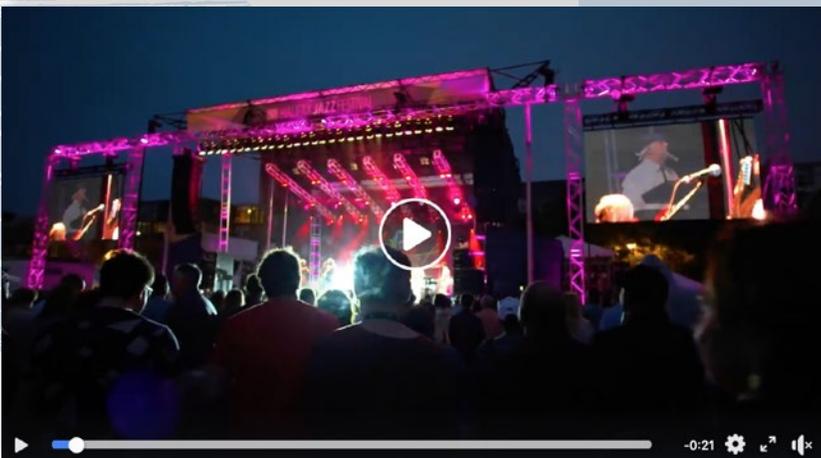
Using a variety of different graphics and formats we tailored the message and visual design to each audience. Formats included colour print ads, festival experience videos, rotating gifs, and social media posts.

Advertisement types

- PRINTED ADS IN NATIONAL & REGIONAL PUBLICATIONS
- STATIC & ANIMATED DIGITAL ADS
- TELEVISION & RADIO COMMERCIALS ACROSS REGION
- BUS ADS ON ROUTES THROUGHOUT HRM
- TRADITIONAL & DIGITAL BILLBOARDS
- DIGITAL SCREEN NETWORKS
- GOOGLE SEARCH ENGINE & SOCIAL MEDIA NETWORKS
- BRANDED HOME PAGE TAKE-OVERS

Publications & Outlets

- BEDFORD MAGAZINE
- THE CHRONICLE HERALD
- THE COAST
- CTV
- EXCLAIM
- GRAPEVINE
- HALIFAX MAGAZINE
- MIX 96.5
- THE STAR
- WHERE MAGAZINE



Website



127k Unique Visitors

64% Increase From 2017



144k Website Visits

313k Page Views

18.3k Button Clicks



Top Geographical Areas

Canada 79%

USA 17%

Top Canadian Regions

Nova Scotia 67%

Quebec 13%

Ontario 10%

Top US Region

New York 25%



Top Referrals

Google 74k (51%)

Direct 35k (24%)

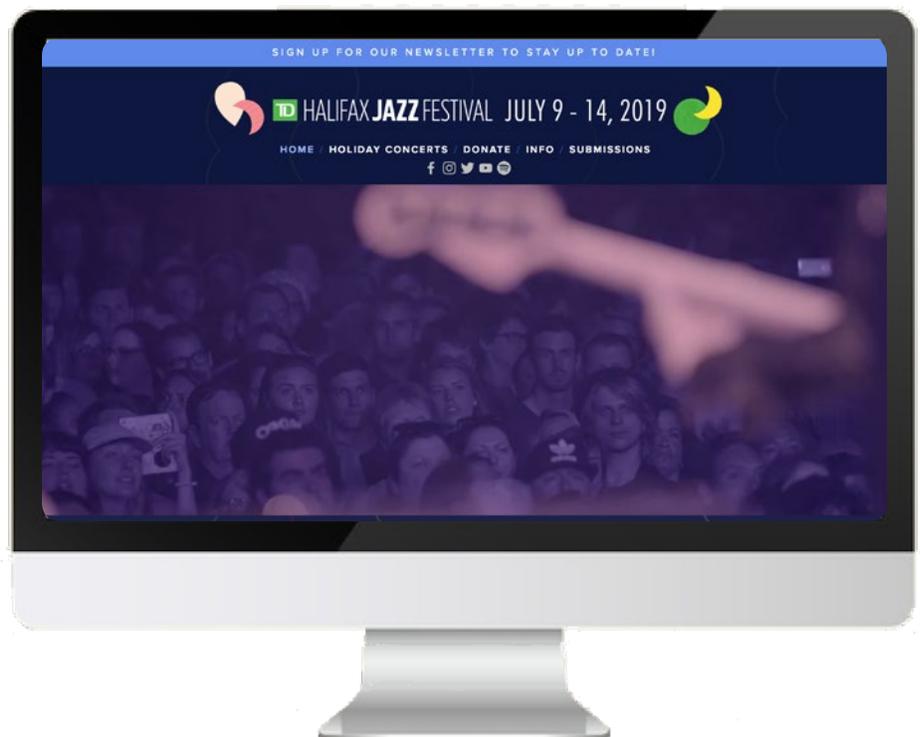
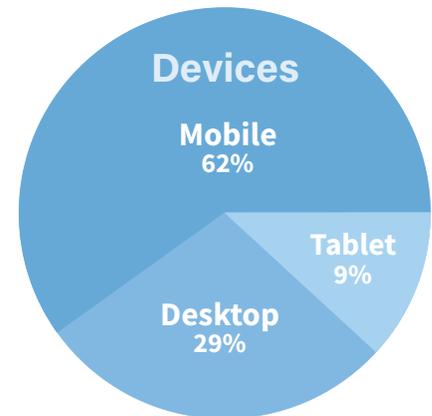
Facebook 26k (18%)

The website was refreshed with this year's branding, with an emphasis on visual cues, ease of navigation and accessibility for all website users.

All pages used size responsive text, and our accessibility page included downloadable documents for the visually impaired to download to their assistance devices.

Artist pages included embedded music videos and playlists to assist with artist discovery.

- Downloadable program guide
- Printable schedule
- Mobile intuitive format
- Easy donate button
- Event calendar for Google scraping
- City guide for out-of-town guests
- Custom landing pages



social media



6.8k Page Likes

750k Reach
of posts in 2018

Our Top Newfeed Post:
40k organic reach
2088 engagements
68 post shares

Our Top Video Post:
15,039 organic views



6.4k Followers

500k Reach
of tweets in 2018

Our Top Tweet:
15k organic reach
400 engagements
29 retweets

In July we recived
6K profile visits
& 701 mentions



3.4k Followers

175k Reach
of posts in 2018

Our Top Newfeed Post:
2k organic reach
160 likes

Our Top Video Post was
viewed 700 times

#HJF2018 was used in
500+ posts

social media

Contests

We engage with local businesses, community partners, media outlets, and social media accounts by providing tickets for them to conduct their own exciting giveaways which help spread the Halifax Jazz Festival excitement! We match them with a concert that best suits their audience demographic.

#JazzUpYourSummer

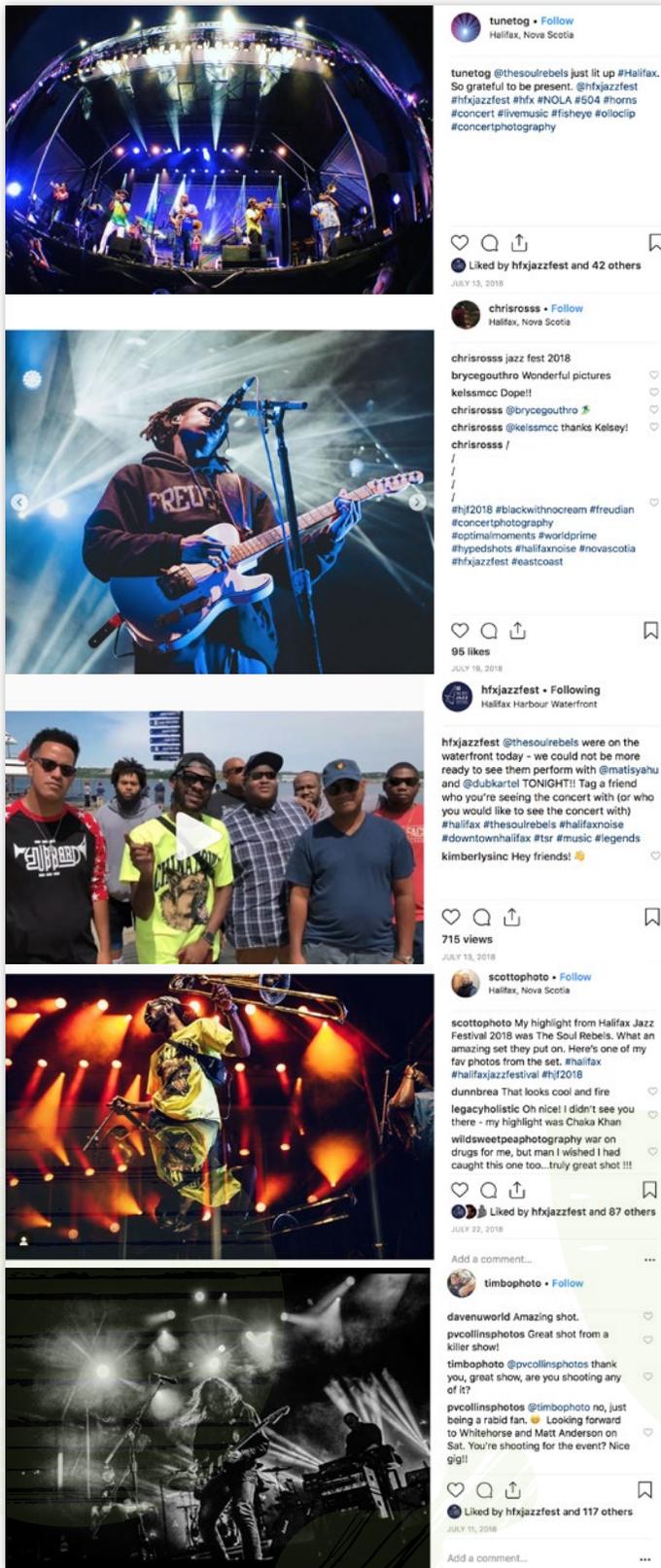
Once again, we partnered with our broadcasting partner CTV, for the always-popular Jazz Up Your Summer contest! The grand prize included two festival Fusion passes, a two night stay at The Westin Hotel, a gift certificate to Le Bistro by Liz, and complimentary car rental. CTV runs and promotes the contest to their viewers on air, and on their website throughout June.

#ChakaKhantest

In June we took over Halifax with a city-wide contest to find Chaka's shoes! Four local Drag performers hid pairs of bedazzled shoes around the downtown halifax area and waterfront, leaving video clues and instructions on our social media channels. The public was invited to find Chaka's shoes and post a photo using #chakakhantest. Winners were presented with vip tickets to the Chaka Khan performance for them and a group of friends.



social media



Chaka Khan proved to be the most engaging lineup artist on Facebook, with reach upward of 40,000 people. Chaka provided a fun personal video message to Halifax fans to assist with the excitement of the concert announcement. **Daniel Caesar** and the **War On Drugs** set Instagram ablaze with stunning performance shots and video clips.

OVER 16k SOCIAL MEDIA FOLLOWERS

ORGANIC FACEBOOK REACH OF 40k

3.7k E-NEWSLETTER SUBSCRIBERS

The complex block contains three screenshots:

- A tweet from **Chaka Khan** (@ChakaKhan) dated July 13, 2018, saying: "So much love on stage & in the crowd tonight > Thank you @HFXJazzFest + FANS".
- A Facebook post from **Halifax Jazz Festival** dated April 10, 2018, announcing: "Did you hear our BIG news?! We've added Chaka Khan to our #HJF2018 lineup and announced MORE acts! Head over to www.halifaxjazzfestival.ca for the details".
- A YouTube video titled "Chaka Khan - I Feel for You (1984) - YouTube" with 40,184 views and 2,088 engagements.

Transcendent show tonight @hfxjazzfest. Lovely audience, staff, & my brothers #drummerslams and #vicentearcher were masterful as usual. - @paynic (Nicholas Payton) HJF Performing Artist

media highlights

Halifax Jazz Festival received support from national, regional and local publications and broadcasters. Established media outlets such as **CBC Music**, **Exclaim!**, and new publications, such as **The Maritime Edit**, **Halifax Today**, all provided coverage of the lineup launch and festival lead-up. During the week of the festival, media, including CTV live, broadcast from the Waterfront Stage and provided daily interviews with headlining and local artists.

Coverage of the 2018 Halifax Jazz Festival was featured in publications and broadcasts from the following outlets:

- ALLABOUTJAZZ.COM
- CANADIAN BEATS
- CBC MAINSTREET
- CBC NEWS
- THE CHRONICLE HERALD
- CIOE SACKVILLE
- CKDU
- THE COAST
- CT V MORNING LIVE
- CTV LIVE AT 5
- CTV NEWS ATLANTIC
- THE DAILY MUSICIAN
- DISCOVER HALIFAX
- THE EAST MAGAZINE
- EAST COAST COUNTDOWN
- EXCLAIM
- EXPLORE NOVA SCOTIA
- FAMILY FUN CANADA
- GLOBAL TV
- GRAPEVINE
- HALIFAX BLOGGERS
- HALIFAX MAGAZINE
- HALIFAX TODAY
- JAZZ FESTIVALS CANADA
- LIVE 105
- LOCAL XPRESS
- MARITIME EDIT
- MIX 96.5
- MIXTAPE MAGAZINE
- MUTCH RADIO
- NEWS 95.7
- OUI 98.5
- RADIO CANADA
- Q104
- SALTSCAPES
- SECRET EAST MAGAZINE
- STAR HALIFAX
- URBAN PARENT
- WHERE MAGAZINE

Jam on at Jazz Fest 2018

Here are the complete listings for this year's Halifax Jazz Festival.

BY MORGAN MULLIN

Thursday July 12

AIR & STRINGS & THINGS Peggy Lee, Christian Köegel, J Anthony Granelli, Michael Blake and Jerry Granelli continue the Creative Music Series concerts with another evening of in-the-moment music. 1313 Hollis, 1313 Hollis Street, 8pm. \$20/\$15

ANDRU BRANCH & HALFWAY TREE W/WILLEM PAYNTER & THE HARD BOP COLLECTIVE, NATHALIE RENAULT TRIO, KEONTE BEALS The soulful stylings of Keonte Beals kicks off this free afternoon party that also features reggae-rockin' Andru Branch as the headliner. Waterfront Stage, Lower Water and Salter Street, 12-5pm, free



SUBMITTED

Read more about Liala Ball at the.coast.ca

Halifax Jazz Festival Gets Daniel Caesar, the War On Drugs for 2018 Edition



Photo: Ashlea Wesel

media highlights

Halifax Jazz Festival has been grooving over 30 years

The festival, which begins July 10 and runs until the 15th, features performances and workshops at 15 bars, restaurants, libraries, parks and outdoor locations across the city

Jul 9, 2018 5:12 PM by: Jordan Parker



CONCERT ANNOUNCEMENT

Jazz Fest adds Alvays, Chaka Khan and more to stacked 2018 lineup

Tickets on sale Friday, April 13 at 10am.

Posted By Tara Thorne on Wed, Apr 11, 2018 at 11:53 AM



Alvays opens for The War on Drugs July 11.

ARDEN WRAY

The **Halifax Jazz Festival**, which kicked off this year with a very sweet **double-barrelled announcement** of **The War on Drugs** and **Daniel Caesar**, followed in recent weeks by **Charlotte Day Wilson** and **Land of Talk**, unveiled its more headliners yesterday.

HALIFAX JAZZ FEST HALIFAX • NOVA SCOTIA

EVENTS, MUSIC

HALIFAX JAZZ FESTIVAL 2018 - "KEEP CALM AND CHAKA KHAN"

media highlights

The War on Drugs Halifax Jazz Festival, Halifax NS, July 11



By **Ryan McNutt**
Published Jul 12, 2018

8 On a summer night that looked like the headliner sounded — hazy, foggy, a bit mysterious — the War on Drugs treated the

IN PHOTOS – Always & The War On Drugs Festival

By *Jordan Haines* on July 13, 2018



Thoughts and Shots // Halifax Jazz Fest N2 – The War on Drugs w/ Always



EVENTS ▾ THINGS TO DO ▾ PLAN ▾ BLOG DISCOVER HALIFAX MEETINGS ▾ What are you looking for? 🔍 ☆

FESTIVALS & EVENTS July 9, 2018

6 Reasons Not to Miss the 2018 Halifax Jazz Festival

HOME / BLOG / 6 REASONS NOT TO MISS THE 2018 HALIFAX JAZZ FESTIVAL

←

TD Halifax Jazz Festival is happening this year from July 10-15, 2018, and it's going to be as fantastic as ever.

The lineup will feature a mix of jazz, R&B, soul and plenty more. Headliners include **The War on Drugs**, **Chaka Khan**, **The Soul Rebels** featuring **Matisyahu**, **Matt Anderson & The Mellotones** and **Daniel Caesar**.

media highlights



Alvvays

Halifax Jazz Festival, Halifax NS, July 11



Photo: Richard Lann

By [Ryan McNutt](#)

Published Jul 12, 2018



The Halifax Jazz Festival's outdoor waterfront venue may be the biggest stage Alvvays have played in Halifax since breaking out with their

Halifax Jazz Festival 2018 Playlist featuring The War On Drugs, Alvvays, Charlotte Day Wilson and More

July 4, 2018 mixtapehalifax Atlantic, Festivals 0



Halifax Jazz Festival 2018
mixtapemagazine

1	This Time Land Of Talk	5:48
2	Holding On The War On Drugs	5:50
3	Dreams Tonite Alvvays	3:16
4	Nothing New Charlotte Day Wilson	3:12
5	Transform (feat. Charlotte D... Daniel Caesar, Charlotte Da...	4:40
6	Death & Taxes Daniel Caesar	5:05

media highlights



Halifax Bloggers
@halifaxbloggers

Follow

A look back at the show that easily stole the 2018 Halifax Jazz Festival. Trev's photos of @SoulRebels @DubKartel & @matsiyahu: halifaxbloggers.ca/hafilax/2018/0 ... #music #livemusic #gallery @HAFILAXtweets @HFXJazzFest

IN PHOTOS – Dub Kartel & The Soul Rebels at the Halifax Jazz Festival

By *Jordan Haines* on July 16, 2018



Following RUSS, we had Chaka Khan. I fangirled! I learned, it is very hard to take photo's when you are bouncing, singing, and overall a ball of excited energy to see one of your heroes within reaching distance! Chaka Khan played songs from her over 4-decade career. Everyone in the crowd was singing and cheering along as she performed her biggest hits to a near capacity crowd.

Show Thoughts & Shots // Matt Andersen w/ The Mellotone Whitehorse @ the TD Halifax Jazz Festival



Prepared by:

SARA RUSSELL

Marketing Manager

marketing@halifaxjazzfestival.ca



HALIFAX
JAZZ
FESTIVAL

Photo: Sara Russell.