

Press Release 18th March 2010 - For Immediate Release

Alexander John is Jazzing up The Blues in Cheltenham Festival



Alexander John, Gloucester Blues Slide Guitarist and singer songwriter, is set to jazz up the Blues at a Fringe Event for The Cheltenham Jazz Festival this year. A Fringe Festival is to be held the week prior to the Cheltenham Jazz Festival.

The allpay Cheltenham Jazz Fringe Festival 2010 runs from **Thursday 22 April – Monday 3 May** and will feature a range of local artists performing across Cheltenham.

Alexander John is to headline at the Frog and Fiddle in Cheltenham in a special Fringe Festival Blues Night that opens the week on 22nd April.

“allpay is all about inclusion. Through sponsoring the Cheltenham Jazz Fringe Festival we are able to play a vital role in enabling people to enjoy fantastic free music whilst encouraging and promoting a wide range of musical talent.”

Tony Killeen, Managing Director allpay Limited

Alexander John is a regional finalist in Live and Unsigned in Cheltenham on 27th March and is pleased to be supporting Cheltenham Jazz Festival Fringe Event with his original blues music.

" I think the allpay Fringe Festival is a great way to showcase new talent across Cheltenham and offers a taste of more musical flavours to come in the main Jazz Festival. I'm glad to be flying the flag for the Blues and featured as a headline Blues artist at the Frog and Fiddle. If you're not sure if you like blues music, then The allpay Fringe Festival is a sure way to get a taste and at a fab venue.

For more information on The Festival see <http://cheltenhamfestivals.com/jazz/>

Alexander John website has full gig listing. To see more go to www.alexanderjohn.com

BOOKINGS / PRESS - CONTACT info@alexanderjohn.com or call Tish 07815 560 411