



December 17, 2015

FOR IMMEDIATE RELEASE

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**SpokesBUZZ and Breckenridge Creative Arts launch Colorado Music Convergence
in partnership with Colorado Creative Industries**

Breckenridge to host 3 days and nights of music and programming February 19-21, 2016

BRECKENRIDGE, CO (December 17, 2015) -- Two enterprising Colorado arts organizations are joining forces in February 2016 to create performance and continuing education opportunities for Colorado musicians. From February 19 – 21, 2016, Breckenridge Creative Arts, or [BreckCreate](#), and [SpokesBUZZ](#) will launch the **Colorado Music Convergence**, a weekend gathering and showcase for independent artists, bands and industry professionals from around the state. Featuring career development workshops, mentoring sessions, networking events, and performances, the weekend will also introduce [Detour](#), a statewide touring program run by [Colorado Creative Industries](#).

“It’s amazing the amount of energy all these Colorado organizations and places are putting into music right now,” said Dani Grant, SpokesBUZZ executive director. “SpokesBUZZ BandSwap was originally designed to expand audiences and establish well-supported reciprocal touring routes for Colorado bands nationally. Detour uses many of the same ideas, but in the context of the communities, towns, and cities throughout our state, providing much-needed assistance here at home. Breckenridge truly understands the importance of programs like these, and has proved to be the perfect partner for our launch event.” In addition to the merging of Detour and BandSwap, CCI and others will host workshops on the Colorado Music Strategy, licensing for Colorado artists, presenting and promoting across the state, and more.

The three-day gathering will be hosted in venues throughout downtown Breckenridge, including the Riverwalk Center as well as in various studios and performance spaces on the new Breckenridge Arts District campus. “We are thrilled to be partnering with SpokesBUZZ and Colorado Creative Industries on this project,” said Robb Woulfe, President and CEO of BreckCreate. “This is a great opportunity to showcase some amazing Colorado talent and to bring together many of our music industry colleagues, and we are honored to host the event.”

Several 2016 music festivities and programs will build on momentum of the February gathering. At its annual Summit in May, CCI will prominently feature musicians, music business, and the 2016 Detour kickoff, as well as a preview of the June announcement of the Colorado Music Strategy. All of this work, and the ongoing Detour program, will serve to showcase the state’s musical talent, music businesses, tourism attractions, festivals, and recreation. It will connect these musicians, venues, talent buyers, media, tourism offices, and more to foster a robust creative economy and improved quality of life for all Coloradans.

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Colorado Music Convergence

Friday, February 19 - Sunday, February 21, 2016

*Presented by BreckCreate and SpokesBUZZ,
in partnership with Colorado Creative Industries,
and sponsored by: Mishawaka Amphitheatre, KUNC Community Radio 91.5 FM,
and KSMT FM Always Mountain Time 102.7/102.1*

Friday, February 19

8 p.m. - 12 a.m. **Music Showcase at Riverwalk Center** (Doors at 7:30 p.m.)

Saturday, February 20

2 - 3:15 p.m. **Presenters and Promoters Workshop** (hosted by BreckCreate)

3:30 - 4:45 p.m. **Licensing Workshop** (hosted by Colorado Creative Industries)

5 - 7 p.m. **Après Ski VIP Party** (New Belgium Beer / Food / Networking)

Welcome Address & The Colorado Music Strategy (Margaret Hunt, Director of CCI)

8 p.m. - 12 a.m. **Music Showcase at Riverwalk Center** (Doors at 7:30 p.m.)

Sunday, February 21

11:30 a.m. - 1 p.m. **Brunch & Featured Artist Speaker** (hosted by SpokesBUZZ)

1:15 - 2:30 p.m. **Detour & CO Touring Workshop** (hosted by CCI and SpokesBUZZ)

2:45 - 4 p.m. **Songwriting Workshop** (hosted by BreckCreate)

4 - 7 p.m. **Music Showcase at Riverwalk Center** (Doors at 3:30 p.m.)

About SpokesBUZZ Fort Collins

Created from a love for music, amplified by radical collaboration with like-minded organizations, and funded by people and partners who recognize the extraordinary economic and cultural community impact, SpokesBUZZ raises global awareness of Colorado sound and culture by bringing worldwide attention to local bands.

Find out more at spokesbuzz.org

About Breckenridge Creative Arts

Breckenridge Creative Arts supports and promotes arts, culture, and creative experiences throughout Breckenridge. From quality performing and visual arts to the development of one of the region's newest arts districts, BreckCreate is a transformative force for both the town and the greater Summit County community.

Find our more at breckcreate.org

About Colorado Creative Industries

A division of the Colorado Office of Economic Development & International Trade, CCI advances the state's creative sector, including entrepreneurs, artisans, nonprofits, businesses, and more. It fosters economic growth and improved quality of life for all Coloradoans via research, strategy, networking, and programs.

Find out more at coloradocreativeindustries.org