

NBA Legend Dwyane Wade Appointed Director of Culture and Vibes for Blue Note Jazz Festival Napa

Blue Note Jazz Festival Napa Celebrates A Rich History of Jazz, Wine w/ Big-Name Artists, Intimate Settings, and Wine Garden featuring Diverse, Local Businesses

NAPA, CA, USA, June 29, 2023 /EINPresswire.com/ -- Dwyane Wade, three-time NBA champion and Finals MVP, has been appointed as the first-ever Director of Culture and Vibes for the [Blue Note Jazz Festival Napa](#), held July 28-30, at the Silverado Resort. In this role, Wade will serve as a cultural connector between the festival, artists and the community.

"I came to the festival last year, and the event had such a good vibe—like a family reunion—that I wanted to come back and be a larger part of it," said Wade. "Wine isn't so different from sports; they both bring people together. As the festival's Director of Culture and Vibes, I want to inspire the artists and festival goers to explore the Napa area, to broaden their appreciation for wine as well as their understanding of one another," he added.

In 2014, Wade founded Wade Cellars in partnership with the Pahlmeyer family and has been an advocate for making wine more accessible to people from all walks of life.

"Dwyane Wade is a true champion, both on and off the court, and we are thrilled to have him on board as our Director of Culture and Vibes," said Alex Kurland, Director of Programming for Blue Note. "Pairing Wade, who represents the highest caliber of talent and great performance, with our all-star musical line-up made perfect sense," Kurland added.

The NBA legend joins a diverse group of black-owned and local businesses to be showcased at the festival, including Mary J. Blige's Sun Goddess Wines, Pur Noire Urban Wineries, Highway



Dwyane Wade appointed Director of Culture and Vibes for the Blue Note Jazz Festival Napa, held July 28-30, 2023, at the Silverado Resort.

Vodka, Phillip Ashley Chocolates, Napa Valley's own McBride Sisters Wine Company, The Duckhorn Portfolio, and Yorkville's Theopolis Vineyards.

The festival is curated by five-time Grammy Award winner Robert Glasper and hosted by internationally acclaimed and award-winning comedian Dave Chappelle. Glasper will perform with special guests each night including De La Soul, Lalah Hathaway, Terrace Martin and Bilal.

The festival line-up, which is a head-nod to the 50th Anniversary of Hip-Hop, features established, eclectic, and cutting-edge artists who reflect a deep appreciation for jazz. Headliners include Mary J. Blige, Nas, and Chance the Rapper. Additional talent in the line-up includes: Parliament Funkadelic featuring George Clinton, Digable Planets, Ari Lennox, Big Freedia, Cordae, NxWorries (Anderson .Paak & Knxwledge), Gary Clark Jr., Talib Kweli & Madlib, PJ Morton, Smino, Rakim & DJ Jazzy Jeff, DOMi & JD Beck, BJ The Chicago Kid, Cory Henry, Meshell Ndegeocello, The Soul Rebels featuring Keyon Harrold, Terrace Martin, Big Freedia, Adam Blackstone, Madlib (DJ Set), Taylor McFerrin & Marcus Gilmore with Bobby McFerrin, Soulive, Rapsody, J.Period, Nicholas Payton, Derrick Hodge, Yussef Dayes, MonoNeon, Ghost-Note, Kenneth Whalum, Weedie Braimah & The Hands of Time and Frédéric Yonnet.

Phillip Ashley, the acclaimed Chocolatier and proprietor of Phillip Ashley Chocolates, is set to combine enjoyment and homage as he presents his exquisite, handcrafted chocolates in the Wine Garden. Celebrating cultural icons, Chef Phillip will showcase a special assortment from his latest "Mixtape" Collection, paying tribute to the 50th anniversary of Hip Hop. Each delectable piece in this collection draws inspiration from influential figures such as Nas, Mary J. Blige, and Dave Chappelle.

"We've been very intentional in the music curation of this festival," said Steven Bensusan, President of Blue Note Entertainment, "and equally focused on the inclusion of local and minority-owned businesses as a way to expand the festival's reach and impact."

[PRESS ROOM](#): Access to bios, photos, videos, logos and a full list and description of BNJF 2023 Sponsors.

[PRESS CREDENTIAL APPLICATION](#): Apply for press and photo pass to festival.



Phillip Ashley Chocolates will offer samples and present their "Mixtape Collection of handcrafted chocolates in the Wine Garden at Blue Note Jazz Festival Napa, held July 28-30 at the Silverado Resort.

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ABOUT BLUE NOTE JAZZ FESTIVAL

The Blue Note Jazz Festival brand was established in 2011 in New York and has since become the largest jazz festival in New York City. The festival expanded to Napa Valley in 2022, where, true to the essence of the Blue Note brand, it showcases the biggest names in music and culture in an intimate, small-town setting. Jazz's energy and artistic flexibility serve as inspiration for the diverse range of musicians on the annual line-up.

ABOUT BLUE NOTE ENTERTAINMENT GROUP

Blue Note Entertainment Group, founded in 1981, is a multi-faceted entertainment company that owns and operates 9 Blue Note Jazz Clubs worldwide, Sony Hall, The Howard Theatre, Oxbow RiverStage (Napa), Half Note Records, Blue Note Travel, Blue Note Management Group and Blue Note Media Group.

Carla Sims

Blue Note Jazz Festival

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The Napa-based McBride Sisters Wine Company, founded by sisters Robin McBride and Andréa McBride John, will showcase their wine at the Blue Note Jazz Festival Napa, on July 28-30, at the Silverado Resort.

This press release can be viewed online at: <https://www.einpresswire.com/article/642040875>

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