



(BATON ROUGE, LOUISIANA, January 22, 2021)—The Baton Rouge Blues Festival and Foundation has announced the official rescheduling of its 2021 Blues Festival for Saturday, September 18th, in Downtown Baton Rouge. The Blues Festival, a landmark Louisiana music festival showcasing local and world renowned blues artists, was originally scheduled for April 17 & 18th, but in consideration of the safety and wellbeing of our fans, musicians and volunteers has been rescheduled till Fall 2021. The lineup for the 2021 festival will feature Baton Rouge Blues greats alongside up and coming blues artists.

Due to the Covid 19 Pandemic, the BR Blues Festival was cancelled in April of 2020. “Canceling once, much less twice, is the last thing we want to do.” said Kim Neustrom, Executive Director of the Baton Rouge Blues Festival and Foundation. “So, instead of closing the door entirely, we’ve decided to host a one day Blues celebration in the Fall as we continue to seek the advice of health officials at all levels. The state of things as they are currently can’t assure a safe and fun environment for all in April, so we’ve chosen to postpone the next installment of the BR Blues Festival until September 18th.”

“We appreciate the community’s support throughout the cancellation of last year’s BluesFest and are encouraged by the thousands of festival fans that know Baton Rouge is the best place to have the Blues! Until the September 18th Blues Festival, we intend to showcase blues musicians through innovative smaller performances in the Spring in partnership with other BR Performing Arts Organizations and will announce details as they are confirmed,” said Neustrom.



Visit Baton Rouge's President and CEO, Paul Arrigo said, "“We understand that the decision to move the Baton Rouge Blues Festival date may have been tough, but we know that locals and visitors, alike, are eager and excited to see the return of in person events as soon as it's safe to do so. We applaud the efforts of the Baton Rouge Blues Festival and Foundation directors to plan and think ahead so that we can return to a sense of normalcy.”

The Baton Rouge Blues Festival & Foundation will continue its work to promote, preserve and propel the swamp blues and Baton Rouge blues culture throughout the year as it continues planning for the 2022 Blues Festival-April 23 & 24, 2022.

About the Baton Rouge Blues Festival & Foundation Founded in 2002, the Baton Rouge Blues Foundation is a non-profit organization striving to preserve, promote, and propel the swamp blues and Baton Rouge blues culture. The Baton Rouge Blues Festival, one of the oldest blues festivals in America, is a free festival filled with local, state, and national blues musicians celebrating their craft and sharing stories to over 40,000 fans and concert-goers from around the world.

For more information, contact Kim Neustrom at 337.501.9389 or at kimneustrom@gmail.com .

###