



## Virginia Arts Festival Appoints Jon C. Martin as Williamsburg Live Director

Virginia Arts Festival Executive Director and Perry Artistic Director Robert W. Cross has announced that Jon C. Martin has been appointed Director of the Festival's popular annual outdoor music event Williamsburg Live. "Jon has more than 40 years experience in the concert business, from tour management to venue management and operations, contract negotiations, new venue construction and more. He brings a wealth of expertise to our Williamsburg Live team, and we look forward to refining and growing this annual event, opening it up to even more fans from around the world."

Martin has toured extensively with major artists including Bruce Springsteen, Bruce Hornsby, Bette Midler, Cher, Jennifer Lopez, Jimmy Buffett, John Mellencamp, R.E.M., Smashing Pumpkins, Van Halen, ZZ Top, and Joe Cocker. He has provided venue management for Portsmouth's Ntelos Pavilion, the Coors Amphitheatre in San Diego, and Verizon Wireless Amphitheatre in Kansas City. In addition, he has managed such touring exhibitions as the Baseball Hall of Fame tour and Bodies: The Exhibition. Martin has shared his expertise with the next generation of arts professionals, serving as a guest speaker at the College of William & Mary's Mason School of Business, the University of South Carolina, and San Diego State University.

A resident of Williamsburg for over 25 years, Martin is eager to bring the lessons learned from a lifetime in the entertainment business home. "I'm thrilled to be joining Virginia Arts Festival as Director of Williamsburg Live," he said. "I have long admired their inspired programming and innovative approach, and I especially appreciate their long relationships with the leadership and communities of Hampton Roads. I'm looking forward to this June's Williamsburg Live event, and we're already working on plans to make 2023 and beyond even more exciting."

Quickly becoming one of the southeast United States' most popular music festivals, Williamsburg Live welcomes thousands of music lovers every summer to its unique, tree-shaded setting on the Lawn of the Art Museums of Colonial Williamsburg. As the warm breezes blow and the stars come out, fans enjoy locally-sourced foodie fare via food trucks and wine and craft beers available on the concert grounds—then settle in for performances by some of today's most compelling artists. Before the concerts, visitors can explore centuries of history and enjoy Williamsburg's unique shopping and award-winning dining. June 17-19, 2022, Williamsburg Live will feature Americana icon and 2022 Grammy nominee Jason Isbell and the 400 Unit, country legend Martina McBride, and singer/actress Mandy Moore. Past Williamsburg Live events have featured popular artists including Norah Jones, Emmylou Harris, Chris Thile, Leyla McCalla, The Lone Bellow and more.

For information or tickets for Williamsburg Live 2022, visit <https://www.vafest.org/williamsburg-live/>

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