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**BLUEGRASS, AMERICANA, AND MORE RETURN TO FLORENCE IN ONE GREAT CONCERT**

After a smashing success with their 20th Florence Winter Music Festival, Florence Arts, Culture & Entertainment (FACE) is excited to announce a standalone concert by previous Festival favorites John Reischman and the Jaybirds.

“These folks are the whole package: great musicians, singers, songwriters, and entertainers. Anyone who missed the 2023 Festival or who would love MORE music can get an excellent boost mid-March at the Florence Events Center,” said Rachel Pearson, FACE President chairperson. “We’ve noticed that there is a growing market in our region for award-winning live acoustic music—Our Festival patrons have proven that there’s a huge fan base for progressive folk, Americana, bluegrass, and blues—and John and his band will provide all of it in one heart pumping concert.”

Reischman and his band will play Florence at the spectacular 450-seat Florence Events Center theater on March 17 at 7:30 p.m. Reserved seating is $27. The night before they’ll play the intimate Tsunami Books, 2585 Willamette St., (541-345-8986) in Eugene at 7:30 p.m.

Critics and industry leaders concur with Pearson:

*Peghead Nation* says, “Reischman and his Jaybirds…make effortless-sounding music that strikes its own balance of technical virtuosity and emotional honesty, and finds its own relaxed voice in a repertoire that comfortably embraces bluegrass and old-time classics, blues, gospel, original instrumentals and songs, and the Beatles.”

According to *Folk Radio U.K.*, “The Jaybirds put their own unique stamp on bluegrass, old time and acoustic roots music, with a satisfying blend of traditional and modern styles, and they give the impression that they really enjoy playing together. There’s plenty here to please both bluegrass traditionalists and lovers of modern American folk music, especially for those with an appreciation of great harmony singing as well as masterful instrumental playing.”

*Bluegrass Unlimited* calls Reischman “one of the world’s undisputed masters” of the mandolin, famed for outstanding tone and taste. Many of his dozens of original instrumentals have become popular favorites for sessions and covers, such as the jam standard Saltspring. He has three critically-acclaimed solo instrumental albums and has recorded on many other projects, including the Grammy®-winning “True Life Blues: The Songs of Bill Monroe.”

“Like the powerful mandolinist and composer at its helm, John Reischman and the Jaybirds fashion a stylish take on bluegrass that seamlessly blends original songs and instrumentals with Appalachian old-time music for a truly unique band sound. Now in their 20th year, with seven acclaimed albums and two Juno nominations, the Jaybirds are simultaneously innovative and unadorned, sophisticated and stripped-down, happily old-fashioned and 21st-century contemporary,” according to thejaybirds.com.

FACE’s many community events like the Winter Music Festival, Festival of Books, Indoor Yard Sale, art gallery galas, and others are the group’s primary fundraisers. In recent years these have resulted in many thousands of dollars in performance grants for local nonprofit arts groups, and funding of the FEC’s needs including a video security system, upright piano, professional quality wireless microphones and other state-of-the-art audio and lighting equipment.

John Reischman and the Jaybirds’ Florence concert is produced by the 501 (c) (3) nonprofit Florence Arts, Culture & Entertainment (FACE), an all-volunteer membership organization that helps fund capital improvements and performance grants at the venue. For more information on their events, or how to join or volunteer, contact Pearson at 541-991-8811.