
For Immediate Release

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March 13, 2014 (Danville, KY)

Great American Brass Band Festival

The Festival in Posters: Visual Imagery Captures Festival's Essence

John Dixon, of Dixon Design, has been a fan of the festival since it first began in 1990. He and his wife Dana, attended that first festival and since then their devotion to the festival has been exemplified through John's graphic designs used in festival posters since 1991. When the festival was first beginning, John and festival co-founder George Foreman, worked together on posters from the years 1991, 1992, and 1994, to craft the visual imagery of the festival. These first posters, as John stated, helped to "spotlight vintage imagery and lettering to build an identity for the Festival."

John and his wife Dana have played various design roles for the festival, not only have they helped craft nine of the posters; they have also helped design the festival brochures. Using obsolete alphabets and memorabilia from the golden age of American brass band, Dixon Design, along with other important artists, have been able to construct the unique Festival image. Twenty-five festivals later and Dixon Design has helped craft that image into something Festival attendees look forward to purchasing each summer.

The milestone of the 25th Festival brought a challenge to John and he stated, "[w]e recognized that the milestone 25th Festival demanded a visual approach that would pay bold tribute to its heritage. No single aspect would do that, so we built a montage of images to salute the key elements of the Festival: the musicians, the parade, the picnic, the patriotism, the balloons, the fireworks, and the long history of enthusiasm for brass." This task of bringing together all of these images and celebrating the 25th Festival has not been an easy one, but John's design result is one that revels in the visual history of the festival and is one designed with the intent, "to bring a smile to the face of every fan of the Great American Brass Band Festival."

This year's festival is June 5 -8, 2014, in beautiful downtown Danville, Kentucky. Come out to enjoy the world-renowned brass music and see the visual imagery provided on our posters, brochures, and other merchandise.

Website: Donate now at gabbf.org

Facebook: Keep up with Festival details at The Great American Brass Band Festival

Twitter: Catch daily updates at @DanvilleGABBF

Instagram: [thegreatamericanbrassbandfestival](https://www.instagram.com/thegreatamericanbrassbandfestival)