



**FOR IMMEDIATE RELEASE**  
**MADISON RIVER JAM**  
(Formerly RiverRoots Folk Art & Music Festival)

Visit Madison 812-265-2956

Katie Burress | [katie@visitmadison.org](mailto:katie@visitmadison.org)

Sarah Prasil | [sarah@visitmadison.org](mailto:sarah@visitmadison.org)



## **Madison River Jam looking ahead to 2021**

**March 18, 2020 - Madison IN...** On Monday, March 16, 2020 Governor Holcomb issued more strict guidance on public activities in the state of Indiana due to the COVID-19 pandemic. In light of this information and out of an abundance of caution and recommendations set forth by state and local governments, the Visit Madison Board of Directors has made the decision to suspend all event planning for the newly rebranded **Madison River Jam**. Madison River Jam was scheduled for Saturday, June 13, 2020.

The planning of this event was in full steam, and the same day the Governor announced the additional crowd restriction, was the same day our National headliner committed to Madison River Jam. All artists scheduled to perform that day have been notified of this change.

Visit Madison Event Coordinator Katie Burress stated, "It is very unfortunate that we have had to make the decision to cancel Madison River Jam for the 2020 event season. We were well into the planning and rebranding of this event and were prepared to announce our lineup and launch ticket sales early next week." Katie also added "Although it is disappointing, we feel that it is what's best for our community at this time. I am thankful for the many people who played a role in the planning of Madison River Jam, the artists who had committed to perform at this year's event, as well as the community members who have supported us throughout this transition. The Visit Madison team is looking forward to hosting an event to bring the community together when event restrictions are lifted and are hopeful that the local and regional performers who were slotted to perform at Madison River Jam will be able to join us at this community event."

It is our commitment and goal to continue to refine and rebrand Madison River Jam, the former RiverRoots Folk Art & Music Festival, into an event visitors and residents alike will come to enjoy in years to come. Visit Madison remains even more focused on the events that are still planned to occur later in the year, and in 2021. As of today, Visit Madison and the event committees are on schedule to host the **Madison Ribberfest BBQ & Blues** on August 21<sup>st</sup> & 22<sup>nd</sup>, 2020; **50<sup>th</sup> Madison Chautauqua Festival of Art** on September 26<sup>th</sup> & 27<sup>th</sup>, 2020; **Nights before Christmas Candlelight Tour of Homes** on November 27<sup>th</sup> & 28<sup>th</sup> and December 4<sup>th</sup> & 5<sup>th</sup>, 2020; and the **Wonderland in the Park** on December 11<sup>th</sup> & 12<sup>th</sup>, 2020.

Visit Madison encourages all event organizers in Jefferson County to keep us informed of event changes, postponements, and cancellations. Our event calendar: <https://visitmadison.org/events/> is updated regularly. For the latest news regarding the COVID-19 Coronavirus as it relates to Madison, Indiana and Jefferson County events please visit: <https://visitmadison.org/news/>.

Visit Madison Executive Tourism Director Tawana Thomas added "We are extremely saddened by the decision to cancel Madison River Jam, but are taking the recommendations of our community leaders seriously and must do what is in the best interest of our community, visitors and festivalgoers. We at Visit Madison promise to continue finding creative ways to promote tourism in Jefferson County, and to continue planning for the Visit Madison events we host. We hope you stay tuned for exciting line-up announcement news coming soon for Madison Ribberfest."

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