



Uniting the NW's  
 Brightest & Best Jazz Ensembles  
 Together with the Northwest's Finest Foundations  
 To Generate Genuine Local Community in Our Time

*Bellevue, Washington* - Former Top 100 Franchiser and MC – Performer, Neal Golden, hopes to expand his daughter's foundation to the next level in helping other foundations. Founded in 2000 on Mercer Island by thirteen thirteen-year old Mercer Island girls just entering high school, to enable other teens to reach for the stars and ascend in their chosen dreams, is something the Bounce Foundation, a 501 c 3 public foundation, has attempted to do ever since.

Hailed by Beverly Hills' PR guru as "having enough talent to headline any stage in the world," Golden's own singing skills and career are appropriate to the task of emceeing the weekly Events. Weekly Jazz Events showcasing NW Jazz Ensembles include household name international stars as well as local school Jazz NW youth ensembles is something Neal Golden has dreamed about all his life.

As a youth growing up in Iowa, Neal Golden's two ambitions was first to be able to sing with the ease of Perry Como, who also sang at the World's Fair along with Elvis Presley, Nat King Cole, Peggy Lee and numerous other luminaries. Now his second ambition is to combine his talents as an MC to host these events – again hearkening back to his childhood. It was the syndicated columnist and TV MC, Ed Sullivan that Neal most admired. For having his own show, utilizing his gravitas and his ability as an impresario to identify the big future stars and introduce them to the world, was something that Neal wished to emulate with his ability.

The showcase for the local NW Jazz Ensembles is the NW's newest addition in world-class regional malls, appropriated named "Lincoln Center" – as part of the Bellevue Mall complex. The Bounce Foundation identified it as a prime suitable location for the current series of Events designed to use the headline Jazz Ensembles to draw larger crowds to meet the NW's top operative Foundations. But with the PACE Foundation nearby and the new Cultural Center just a few blocks away set to open in 2008, Golden's core group determined that Lincoln Center would be an ideal pilot location.

Golden's Movable Feast of Jazz and Foundations being showcased in tandem is an outgrowth of his franchising former life. Still involved with franchisers nationally and internationally with his Calbert Displays import business, Golden looks at how he expanded his own franchise chain, with its first franchiser being a Bellevue Square tenant for several decades. He also maintains close contact with his mentor and franchise "hero" and former franchiser "Hall of Fame" partner in Scandia Down, Frank Carney of Wichita, the founder of Pizza Hut and now a Pappa John's master franchisee.

Golden sees the acceptance of Standards' Jazz now as universal, appealing to crowds in IKEA or Starbucks of sophistication and all ages: it is a time warp that gracious cradles today's youth as well as the older crowd and Baby Boomer generation emerging. Golden's use of Jazz as the "honey that is designed to draw the bees" to meet Foundations' representatives one-on-one at "banner booths" which Golden's company will provide, steps up the faux community found in coffee shops today to real community generation.

Serious community bonding and exchanges take place at these dual events, Golden has experienced. In Nuevo Vallarta where he was last year presenting stage concerts with dancers for N. American tourists to help promote local youth foundations on behalf of his daughters' and her friend's Bounce Foundation, Golden saw impressive contributions. People everywhere, including the top Microsoft Managers of the world, whom Golden was invited to help with their project in Bellevue last year, want to learn about how Foundations work. They want to get involved, be involved and the Golden NW Jazz Events are perfect, no-pressure ways for ordinary people to meet and learn Foundations' venues.

Revered by his fellow local jazz musicians, Golden hosts a similar weekly Jazz dinner shows now at his Seattle "musical home," the Café Amore at Fifth and Bell under the monorail. He says since he and his close musical friend, Overton Berry, both began at the Worlds Fair in '62 – Overton was Peggy Lee's manager and Neal had his Midwest college quartet here singing in the International Flag Pavilion – he wanted to re-establish Seattle as his musical foundation for his Foundations' Events near the Space Needle.

Now, another Seattle musical pioneer and Bellevue resident, Richard Engstrom, co-founder of Bumbershoot and a highly active figure in Eastside classical music, has returned to produce Neal Golden's show downtown. For the weekly dinner show

Engstrom has coordinated singers, musicians and the multi-media show that accompanies the Golden Jazz Trio.

Numerous veterans have stepped in to back Neal as a jazz vocalist, who have their own much deeper musical traditions and careers to relate. Engstrom brings his considerable organizational and scheduling skills, as well as his ability to recruit and involve highly qualified and recognized people to this new Bounce Foundation project.

It is this rich tapestry of musical history and tradition Golden wishes to bring front and center in Bellevue's Golden NW Jazz Express on-going Friday night event series. It is his hope that the youth who comprise and aspire to greatness in music will be inspirational to youth. That in turn will be an inspiration to the young professionals living around Bellevue Square. And, the many older than 30 local residents who have long waited for something suited also for their tastes, will have an opportunity to check into the scene as well.

But, it is with special interest Golden combines the power of Commerce – with third party Sponsors as advertisers, each with their own Banner Booths adjacent to the stage to hand out literature, be seen and talk to the public – with the power of the non-profit Foundations who will operate their Banner Booths on the non-profit wing off center to the stage. For it is in the funding by the one element, together with the full support in PR and advertising by the Mall who hosts, and derives benefit for their tenants and shoppers from the events, that the Foundations are treated to a rare one-on-one introduction to the public.

Golden again hopes to mount a multi-visual show above the Jazz Stage for the purpose of visually showcasing the Foundations rotated through the events. By mixing up the great variety of foundations, from health to social to musical and beyond, the NW patrons and local residents attending the Golden NW Jazz Express Showcases will get a rare treat indeed.

Some of the exchanges Golden witnessed happening first-hand in Nuevo Vallarta after his shows, were people coming forward to offer assistance with everything from tennis shoes to soccer uniforms to medical equipment for the new Eagles Wings Foundation Thrift Store in Vallarta. With self-sustaining operations fueled by donations Golden sees an almost endless supply of people, ideas, contributions, resources and their own time and involvement as all neatly coming together.

Steeped in how such serendipities operate – Golden co-produced for National TV in Norway a program that used TV to bring together ideas of economic development, resources and the pooling of people and needs for a project from all over Norway – Golden hopes to put some of that knowledge and experience to work here.

Having always sung all of his life and built things and put on shows for the neighborhood, Golden feels this leg of his lifetime career is coming together naturally. Now that his daughter is in the University of Washington – she and several Bounce founders sometimes join him at Café Amore to contribute their professional singing abilities – he would like to see if the Golden NW Jazz Express Showcase for Foundations' Showcasing is possibly a franchisable event.

Certainly, his mentor, Warren Cowan the PR guru who still represents top talent like Merv Griffin, Wayne Newton, Paul Newman, Lisa Minnelli, et al, is his model for taking Foundation work to the top level. Cowan saw in Golden's foundation work similarities to his own which he liked and made mention of; Cowan's ability to generate large fundraisers includes calling in all of his "A" list of celebrities: for a Starkey Hearing Aid Foundation event, Cowan was able to get Elton John to headline, Sharon Osborne and Shawn Penn and Pat Boone to attend. They raised \$2.7M in a single evening, \$100K apiece from the two first-mentioned above, which all went to hearing aids for youth in Mexico, central and South America which Starkey's founder, Bill Austin delivers himself.

Golden believes the timing is right for Community involvement. When people during wartime feel helpless, it is best to provide a means for them to be helpful. He says it increases the sanity and is like getting the blood flowing a little better. The beauty is that all ages can participate. And like the jazz itself that appeals to all ages any time you saunter into a Starbucks for relaxation, social interaction and a cup of coffee, Jazz provides that same aura for community coming-together and building.

The management of Bellevue Square and Lincoln Center has met with Neal Golden, Richard Engstrom and a core volunteer planning committee. All systems are positive and "go" so long as all the details can be worked out. Golden's committee hopes to be able to have a clear signal to proceed in the early spring so that by May or early summer the Golden NW Jazz Express Showcase can launch in Bellevue Square.

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