

PRESTIGE 65th ANNIVERSARY CAMPAIGN

Prestige Records is one most revered Jazz labels in the world with countless all-time Jazz classics recorded on the imprint. Like several other prominent Jazz producers of the fifties, Prestige founder Bob Weinstock started out as a traditional Jazz fan but soon found himself standing at the cutting edge of “Modern Jazz.”

Weinstock launched his own label—originally called New Jazz, soon renamed Prestige—in 1949 and, during the next decade, recorded such giants as Miles Davis, John Coltrane, Thelonious Monk, Sonny Rollins, Eric Dolphy, and the Modern Jazz Quartet, often in informal "blowing" sessions. By the late fifties Prestige had become the leading purveyor of Soul Jazz (also known as Acid Jazz) with its recordings of Jack McDuff, Richard "Groove" Holmes, Charles Earland, and others.

Prestige became part of the Fantasy group of labels in 1972, and since Concord Music Group's acquisition of Fantasy in 2004 it has been a flagship label in their ongoing Jazz reissues program.

In early 2006, Concord launched the critically acclaimed Rudy Van Gelder Remasters series – a collection of reissues of some of the most iconic albums in the Prestige catalog, carefully remastered from the original analog master tapes with 24-bit digital technology by the legendary and original recording engineer, Rudy Van Gelder. This popular series has grown to more than 60 volumes, boasting the definitive editions of some of the most important recordings in the history of Jazz.

Commemorating the 65th anniversary of Prestige, Concord Music Group will reissue sixteen classic recordings on vinyl. Additionally, the entire Prestige Rudy Van Gelder Remasters series will be made available as high-resolution 24-bit digital releases and a Prestige boxed set experience timed around Rudy Van Gelder’s 90th birthday in the Fall.

This global campaign will be anchored by a robust social media effort, online advertising, partnerships with key Jazz media outlets and Jazz music festivals, and special events timed around Rudy Van Gelder’s 90th birthday in the fall. Another highlight of the campaign is a series of video interviews entitled “Prestige Minutes” celebrating key recordings from The Rudy Van Gelder Remasters series on Prestige Records.