

**JOE BONAMASSA ANNOUNCES  
JONNY LANG, WALTER TROUT, ANA POPOVIC, AND THE JAMES HUNTER  
SIX FOR THE 2<sup>ND</sup> ANNUAL  
KEEPING THE BLUES ALIVE AT SEA MEDITERRANEAN CRUISE**

**MUSIC FESTIVAL CRUISE TO SET SAIL AUGUST 14-19, 2020  
FROM BARCELONA, SPAIN TO GENOA, ITALY AND CANNES, FRANCE**

**TO BOOK YOUR CABIN SIGN UP FOR THE OFFICIAL PRE-SALE AT  
[WWW.BLUESALIVEATSEAEUROPE.COM](http://WWW.BLUESALIVEATSEAEUROPE.COM)**



Following six sold-out Caribbean cruises and a sold-out inaugural Mediterranean sailing – **Joe Bonamassa, Keeping the Blues Alive Foundation, and Sixthman** announce the second annual **Keeping the Blues Alive at Sea Mediterranean II**, sailing **August 14-19, 2020** on the beautiful Norwegian Jade from **Barcelona, Spain to Genoa, Italy and Cannes, France**.

**Sign up for the pre-sale:**

**<https://www.sixthman.net/account/presale/bluesaliveatseaeurope>**

As with the previous United States-based sailings and the inaugural Mediterranean voyage, the second European cruise will feature music across multiple stages, meet and Greets with artists from the lineup, and one-of-a-kind collaborative sets from blues legends. In addition to non-stop music, the specially curated schedule of events offers a variety of music-centric activities including an activity with Joe Bonamassa. Beyond the onboard experience, guests will have the chance to explore two of the world's most beautifully renowned cities. Attendees can spend the day at the waterfront town of Cannes famous for sparkling, sandy beaches and lush attractions, and explore the historic streets of Genoa, a

remarkable gem of the Italian Riviera. In 2020, **Jonny Lang, Walter Trout, Ana Popovic, The James Hunter Six** have already been confirmed and many more will be announced to join **Joe Bonamassa** for the second voyage.

**Connect with Blues Alive At Sea on [Facebook](#), [Twitter](#) and [Instagram](#)**

**For the best selection of staterooms, fans are encouraged to pre-register for the sailing now at [bluesaliveatseaeurope.com](http://bluesaliveatseaeurope.com) as this sailing is expected to sell out.** Double occupancy staterooms on Keeping the Blues Alive at Sea Mediterranean II begin at \$1,650 per person, plus taxes and fees, with low deposit amounts and flexible payment plans available. For more information about booking your vacation, visit [bluesaliveatseaeurope.com](http://bluesaliveatseaeurope.com) or call Sixthman directly at +44 808 164 1488 between the hours of 10AM EST and 6PM EST.

A destination of her own, Norwegian Jade offers guests Norwegian Cruise Line's signature freedom and flexibility during their vacation. Norwegian Jade features 11 delicious and visually stunning dining options, 15 bars and relaxing lounges, a dazzling casino, tranquil spa and gym, updated design and décor in public spaces and brand-new state of the art features on board cabins.

#### **ABOUT JOE BONAMASSA:**

As Joe Bonamassa enters his 30<sup>th</sup> year as a professional musician, he continues to blaze a remarkably versatile artistic trail, and amass an authentic, innovative and soulful body of work. Bonamassa's career began onstage opening for B.B. King in 1989, when he was only 12 years old. Today, he is hailed worldwide as one of the greatest guitar players of his generation and is an ever-evolving singer-songwriter who has released 28 solo albums in the last 19 years, all on his own label, J&R Adventures. He founded and oversees the non-profit [Keeping The Blues Alive](#) Foundation to promote the heritage of the blues music to the next generation, fund music scholarships, and supplement the loss of music education in schools. Most recently, Bonamassa received his 2nd GRAMMY® nomination, 21 #1 *Billboard* Blues Albums (more than any other artist) and is set to release his new live album *Live At The Sydney Opera House* in October. There are no signs of Joe slowing down, with tours already booked through 2020 and plans already set to hit the studio next year. [jbonamassa.com](http://jbonamassa.com)

#### **ABOUT KEEPING THE BLUES ALIVE FOUNDATION:**

Keeping The Blues Alive Foundation fuels the passion for music by funding programs and scholarships for students and teachers who possess the desire but lack the resources or access to achieve their potential within music education. Through generous donations from Joe Bonamassa, J&R Adventures, individual donors, and KTBA cruises, the foundation has been able to fund music projects reaching over 64,500 students with over \$600,000 donated so far. We accomplish this by making weekly donations to music projects in education and scholarships all over the country. [keepingthebluesalive.org](http://keepingthebluesalive.org)

#### **ABOUT SIXTHMAN:**

Since 2001, Sixthman has set the stage for moments that make life rock, serving more than 250,000 guests' unforgettable vacations at sea with their favorite bands and brands. These curated and intimate events bring non-stop performances, artist collaborations and a truly immersive experience that celebrate community and aim to change expectations of what a vacation could be. Sixthman's domestic home ports include New Orleans, Miami, and Tampa, travelling to dream destinations in the Virgin Islands, Belize, Honduras, Mexico, and The Bahamas. Beginning in 2019, Sixthman expanded their festivals at sea to Europe, sailing from Barcelona, Spain to exotic Mediterranean ports, and bring their innovative festivals to breathtaking all-inclusive resorts in the Dominican Republic. For more

information, visit [sixthman.net](http://sixthman.net) and connect with us @SXMLiveLoud. **LIVE LOUD.**

**BLUES ALIVE AT SEA – ONLINE**

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