



FOR IMMEDIATE RELEASE

Bandshell Concerts Bring World Music to Berks

Berks Arts Council Announces 23rd Annual Summer Bandshell Concert Line-Up

Reading, PA (June 17, 2013)— Berks Arts Council unveiled the full line-up for its 2013 Bandshell Concert Series, bringing diverse musical styles that bridge numerous cultures to Berks County. This summer's concerts also feature pre-show events related to each evening's performance. These new events offer audience members the opportunity to come early, join in and experience the Bandshell Concert Series in a new way.

"We are very excited to present this summer's Bandshell Concert Series," said Berks Arts Council Executive Director Karen Haver. "The concerts show off some terrific music in the heart of our city! Audience members get the chance to experience great music that they may not hear otherwise. The artists are extremely diverse, and the series has an international flair that I think Reading will love. This year we are offering the pre-show events to add a whole new element to the series. We're looking forward to a terrific summer!"

The series kicks off July 12 with Matuto, whose sound is described as Brazilian Carnival in the Appalachian. Founder and lead singer Clay Ross, a South Carolina native, originated the group's unique combination of North American folk songs over South American rhythms during his time spent in Brazil studying the region's folkloric music. ("Matuto", also the title of Ross' first album, is a Brazilian slang reference to a man from the backcountry.) The group is also well-known for its music outreach to youth, which makes the Reading High School Dance Team and its high-energy dance routines a fitting pre-show event to welcome concert-goers to the 2013 season.

Next in the line-up is The Sweetback Sisters on July 19, with their blend of country, swing, and honky-tonk. The band has created its own unique sound that delivers arrangements combining the soul of classic Nashville with a contemporary edge. Band members have diverse musical backgrounds - from jazz and classical to world music and a *cappella* - but all share a deep love of country music. Audience members are invited to participate in a pre-show dance workshop presented by Louise Lamar Dance Studio (Reading, PA). The workshop will feature basic instruction that complements the Sweetback Sisters' musical style so audience members can dance along with the performance later in the evening. GoggleWorks Center for the Arts will also be on hand with a special activity for young audiences.

On July 26, the Chris Bergson Band heats up the Bandshell stage with its blend of blues, roots, and soul. With his "deeply soulful vocals and dynamic fretwork" (*Blues in Britain*), Bergson has shared the stage with many notable musicians throughout his career, including Norah Jones, Levon Helm, and Etta James. In 2002, he was appointed a Jazz Ambassador of the USA by the Kennedy Center for the Performing Arts in Washington, D.C. and toured Africa with his trio.

Local ensemble Berks Horns, regulars on the Berks Jazz Fest stage, will back Bergson for his Bandshell appearance.

Twelve-piece Latin pop orchestra The Cintron Band wraps up the 2013 concert series on August 2 with a set list that includes salsa, Latin jazz, and popular dance music. Founder Edgardo Cintron began studying French horn and guitar by the age of five, and by age 12 had the percussion chair for Los Tropicales, which was founded by his father and played up and down the East Coast. Wanda Holdren-Vega, founder and choreographer of the Latin Flair Dance Troupe based in Reading, will provide Salsa dance instruction for audience members prior to the concert.

The Bandshell Concert Series is held at the Volunteer Firemen's Memorial Bandshell in Reading's City Park. All concerts begin at 7:00 p.m., and pre-show events begin at 6:15 p.m. The concert and the pre-show events are free and open to the public. Food will be available for purchase from great local vendors including Callowhill Café, Mezcal's Mexican Restaurant, the Pig Pit, and Stephan's Concessions.

Concert-goers are encouraged to bring blankets, lawn chairs and their dancing shoes to City Park to experience great music in a natural setting. Listen to WEEU 830AM Stereo each week for weather-related schedule changes. Alcohol and smoking are not permitted in City Park.

The Berks Arts Council offers special thanks to the 2013 Bandshell Concert Series sponsors: County of Berks, City of Reading, Reading Eagle, WEEU 830AM, Land Displays, R/C Reading Movies 11 & IMAX. Berks Arts Council receives state arts funding support through a grant from the Pennsylvania Council on the Arts, a state agency funded by the Commonwealth of Pennsylvania and the National Endowment for the Arts, a federal agency.

About the Berks Arts Council:

The mission of the Berks Arts Council, a 501(c)(3) nonprofit organization, is to cultivate, support, and promote the arts in our community through collaboration, education, and presentation. In addition to the Bandshell Concert Series, the Berks Arts Council presents the Berks Jazz Fest, Greater Reading Film Festival, and Pagoda Awards, administers the Pennsylvania Partners in the Arts Re-Granting Program, and provides art exhibition and marketing opportunities for member artists. Visit www.BerksArts.org for more information.

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