

# Somi – If The Rains Come First



## FEATURED ARTISTS:

## TRACK LIST:

1. Hot Blue
2. Prayer to the Saint of the Brokenhearted
3. Wallflower Blues
4. Be Careful, Be Kind
5. Enganjyani (feat. Hugh Masekela)
6. Rising
7. Changing Inspiration
8. Kuzunguka
9. If the Rains Come First
10. Jewel Of His Soul
11. Maybe Then

Somi > vocals

with:

**Hugh Masekela** > trumpet (tk 5)  
**Michael Olatuja** > acoustic bass (tks 4,5,11), electric bass (tks 1,2,3,6-10), programming (3, 9, 11), keyboards (9, 11)  
**Herve Samb** > guitar (all tks except 4, 5, 6, 7)  
**Toru Dodo** > Fender Rhodes (tks 1, 3, 5, 7, 9), piano (tks 2, 3, 6, 8, 10, 11)  
**Madou Koné** > percussion (all tks except 4)  
**Nathaniel Townsley** > drums (tks 1, 4, 5, 6, 10, 11)  
**Michele Locatelli** > guitar (tk 4)  
**David Gilmore** > guitar (tk 5)  
**Liberty Ellman** > guitar (tk 7)  
**Julien Machet** > percussion (tks 2, 7)  
**Alicia Olatuja** > background vocals (tks 2, 3, 5, 6, 9, 10, 11)  
**David Hunter** > background. vocals (tks 5, 9)

**Focus Tracks: 5, 1, 3**

Produced by **Michele Locatelli** and **Michael Olatuja**

ARTIST: Somi  
TITLE: If The Rains Come First  
GENRE: World / Soul  
FORMAT: Physical/Digital  
CAT NUMBER: OSD-CD-109  
UPC: 823889910921  
LABEL: ObliqSound  
STREET DATE: October 13, 2009

**If The Rains Come First** showcases Somi's whimsical songwriting and pure vocal beauty against electro-acoustic soundscapes, offering a modern look at classic soul and Africa's future. Sung in English, Rutooro and Swahili, Somi's delicate yet pliant vocalizing are matched by the band's flair for establishing a potent groove, percussive thrust and sweet melody line.

## PRESS:

"Imagine the earthy gustiness of Nina Simone blended with the vocal beauty of Dianne Reeves. Such is Somi." – **JazzTimes Magazine**  
"The sultry, sensuous voice of a great soul singer" – Tom Schnabel, **KCRW FM**  
"Utterly captivating" - **BILLBOARD.COM**  
"A superb singer" - **VOGUE MAGAZINE**

## HIGHLIGHTS:

- Somi has collaborated or performed with Amel Larrieux, Roy Hargrove, Lionel Loueke, Mos Def, Cassandra Wilson, Paul Simon, and John Legend.
- Somi can currently be heard on the new Idan Raichel Project album "Within My Walls" (Cumbancha), as featured vocalist on the track "Maisha," which she co-wrote, and on Joe Claussell's new 12" vinyl remix of Somi's Fela Kuti-inspired 'African Lady,' the last single from her prior album.
- In 2009, Somi performed at SXSW, the Montreal Jazz Festival and the Pan African Cultural Festival in Algeria, a sold-out press preview show in July at New York's Joe's Pub, and in August at the Joy of Jazz Festival in Johannesburg, South Africa, along with Hugh Masekela.
- Somi founded and runs New Africa Live, a non-profit arts organization, committed to producing multidisciplinary arts events that celebrate contemporary African artists.

## UPCOMING TOURING:

**Oct. 13:** Le Poisson Rouge, New York, NY  
**Oct. 18:** Bohemian Caverns, Washington, DC  
Additional national tour dates TBA.

## MARKETING/PROMOTION:

- Press campaign in progress with GO Media PR, targeting NPR programs, entertainment and African-American publications, newspapers along with a heavy regional focus during tour, plus lifestyle press about New Africa Live
- Radio campaign with Spectre Entertainment, focusing on CMJ World and JazzWeek chats, with add date: October 5
- Oct/Nov campaign inclusion in art house in-theater play on 88 screens of Laemmle Theatres, City Cinemas, and Angelika Film Centers in NYC, So. Cal, Dallas, Houston
- Remix contest with Sony ACIDPlanet, premier loop-based software platform, starting end of September
- Giant Step consumer email blast and Giant Step DJ promotion to start first week of October
- Wax Poetics advertisement in November issue, plus social network and event blasts around touring and album release
- OS will have streaming tracks on their website, Somi's website, and many other digital press outlets, with free giveaway tracks made available with IODA Promonet and significant outreach to blogs and viral marketing.

## PRESS REQUESTS:

Cary Goldberg / GO Media PR ([cary@gomediapr.com](mailto:cary@gomediapr.com))  
Stephanie Jo Klein ([press@obliqsound.com](mailto:press@obliqsound.com))

## RADIO REQUESTS:

Dave Sanford & Hannah Carlen / SPECTRE  
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## LICENSING:

Jon Martin ([licensing@obliqsound.com](mailto:licensing@obliqsound.com))

## ONLINE PRESS KIT: [www.obliqsound.com/press](http://www.obliqsound.com/press)

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