

gretchen parlato

the lost and found

OBLIQ SOUND™



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PRESS QUOTES

"A jazz singer of deep musical instincts and an appealingly effervescent style." - *New York Times*

"Parlato remains utterly, unfailingly mesmerizing." - *Jazz Times*

"...jazz singing at its best." - *The Boston Phoenix*

"a musician whose instrument happens to be her voice... utterly captivating...stunning from the outset, Parlato makes everything her own." - *Boston Globe*

"a singer with ideas aplenty and the chops to deliver them." - *Detroit Metro Times*

"Parlato is arguably one of the most original vocal performers of her generation." - *International Review of Music*

TRACK LISTING

1. Holding Back the Years
2. Winter Wind
3. How We Love
4. Juju
5. Still
6. Better Than
7. Alô, Alô
8. Circling
9. Henya
10. In A Dream Remix
11. All That I Can Say
12. Me and You
13. Blue In Green
14. The Lost and Found
15. Without A Sound

CONSUMER ADVERTISING

> *Jazziz* - extensive on-line, print and direct to consumer advertising/marketing push, which consists of full page ads in the Spring print and digital issues, inclusion on the sampler and a bounceback card campaign.

> *All About Jazz* - private streaming preview for all subscribers in a addition to banner advertising

> *Jazz Times* - March ½ page ad

OVERVIEW

Gretchen Parlato's 2009 breakthrough, *In a Dream*, signaled the arrival of one of this generation's most inventive modern jazz singers. The recording garnered international acclaim being voted onto year-end, "best-of" polls for *Jazz Times*, *The Boston Globe*, *The Village Voice* and *NPR* among others. *Billboard Magazine* hailed it as "the most alluring jazz vocal album of 2009" while *The New York Times* declared, "Ms. Parlato, a jazz singer of deep musical instincts and an appealingly effervescent style." To this day, *In A Dream* charts among the 200 top-selling jazz albums at retail and digital service providers around the world. Now with the release of her 2011 follow-up, *The Lost and Found*, Parlato demonstrates that she has staying power. Co-produced by Parlato and her longtime musical collaborator Robert Glasper, the 15-track collection arrives with immediate weight and intensity, exposing a vast dynamic range in the young singer's repertoire. Original compositions, including "Winter Wind", "Circling" and the title track, prove Parlato to be a flourishing lyricist and composer. When paired alongside interpretations of material ranging from Simply Red's classic "Holding Back The Years" to Mary J. Blige's quiet storm gem "All That I Can Say" to the '60s Wayne Shorter jazz standard "Juju" (refitted with her own lyrics), it's easy to anticipate Parlato's continued upward trajectory. *The Lost And Found* shows all the signs of becoming the first breakout jazz album of 2011.

HIGHLIGHTS

> Features collaborative efforts with Grammy nominated pianist, Taylor Eigisti in addition to high profile musicians Derrick Hodge, Kendrick Scott, Dayna Stephens (tracks 4 & 14) and Alan Hampton (duet on track 5).

> Grammy Award-nominated composer, Robert Glasper, is associate producer.
> Gretchen's previous album, *In A Dream* peaked at #17 on *Billboard*'s Jazz Albums Chart and received critical acclaim from *Billboard*, *Washington City Paper*, *Jazz Times*, *The Boston Globe*, *NPR* and *The Village Voice*.

> Gretchen consistently tours the US, Canada and Europe in addition to making guest vocal performances with Esperanza Spalding on selected tour dates and recent television appearances such as David Letterman and Jay Leno.

PR/MARKETING/PROMOTION

> Press campaign in progress with the prestigious PR firm, DL Media, targeting NPR programs, major TV talk-show entertainment bookers, entertainment and niche publications, newspapers (dailies and weeklies) along with a heavy regional focus around Gretchen's tour.

> OS will have streaming tracks on their website, Gretchen's website, and many other digital press outlets, with significant outreach to blogs and viral marketing.

TOUR DATES

February 10	Olin Arts Center, Bates College	Lewiston, ME
February 12	Vermont Jazz Center	Brattleboro, VT
February 18	Riverside Fine Arts Association	Jacksonville, FL
April 6th	Narrows Center for the Arts	Fall River, MA
April 7th	RegattaBar	Boston, MA
April 23	Wichita Jazz Festival	Wichita, KS
May 6-8	Jazz Standard	New York, NY
May 25-31	European Tour (UK/FR)	(see website for details)
June 4	Cabaret of Theater Square	Pittsburgh, PA
December 2	Library of Congress	Washington, DC
December 10	Next Wave Festival, BAM Café Live	Brooklyn, NY

* Additional dates TBA (Los Angeles, Portland, Detroit, Cleveland and Oakland).

RADIO

Groov Marketing will be doing a full USA/Canada radio campaign targeting NPR, Jazzweek, CMJ Jazz and CMJ New World charting stations. FOCUS TRACKS: "Holding Back the Years," "All That I Can Say," "Better Than," "Circling," "Winter Wind" and "Still"

CO-OP

Co-op advertising will be focused on in store play and listening stations. Additional price & positioning will be planned around tour dates.

HOME MARKET: NEW YORK, NEW YORK
MYSPACE PAGE: WWW.MYSPACE.COM/GRETCHENPARLATO
ARTIST WEBSITE: WWW.GRETCHENPARLATO.COM
LABEL WEBSITE: WWW.OBLIQSOUND.COM

ARTIST: GRETCHEN PARLATO UPC: 823889911324
TITLE: THE LOST AND FOUND MSRP: 12.98
LABEL: OBLIQSOUND PRICE CODE: AL
GENRE: JAZZ BOX LOT: 30
STREET DATE: 04/05/2011 FORMAT: CD
SELECTION#: OSD-CD-113 PACKAGING: DIGIPAK



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