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GINA CHAVEZ

NEW ALBUM *UP.ROOTED* FEBRUARY 2014

LATIN FOLK-POP ARTIST GINA CHAVEZ ANNOUNCES CD RELEASE PARTY AND BENEFIT CONCERT ON SATURDAY FEB. 15 AT STATESIDE AT THE PARAMOUNT

Chavez presents an all-star female lineup to celebrate the release of UP.ROOTED featuring beloved indie-folk songstress Amy Cook and rising star Emily Wolfe for an unforgettable evening benefiting the Niña Arriba College Fund

(AUSTIN, TEXAS – December 2013; source: Juice Consulting) – Austin-based Latin folk-pop artist **Gina Chavez** is proud to announce the official **CD Release Party** for her forthcoming album **UP.ROOTED** on **Saturday, Feb. 15** at **Stateside at the Paramount** located at **719 Congress Ave., Austin, Texas**. The event will feature performances by **Amy Cook** and **Emily Wolfe** and will benefit the **Niña Arriba College Fund**, an education fund that Chavez is building for impoverished young women in El Salvador. Doors are at **6:30 p.m.** and the show begins at **7:30 p.m.** Tickets are **\$28** and can be purchased via www.austintheatre.org.

Chavez is known for her impressive multi-instrumental performances and an inimitable sound inspired by cumbia, bossa nova, vintage pop, reggaeton and other genres. With accolades such as the **2012-13 Austin Music Award for Best Latin Traditional Artist/Band** (along with placing in three other categories), two tours in Japan as the **Official City of Austin Music Ambassador**, and inclusion on the **Austin Convention and Visitor's Bureau's Austin Music, Volume 10 compilation**, Chavez has claimed a prominent stake in the Live Music Capital. Her bilingual Cumbia track "Miles de Millas" ("Thousands of Miles") – a single that earned her an official South By Southwest showcase and praise from NPR's "All Songs Considered" and "Alt.Latino" in 2010 – will appear on the album.

Her new album **UP.ROOTED** was produced by **Michael Ramos**, who is known for his work with **Patty Griffin**, **John Mellencamp** and the **BoDeans**. Joining them in the studio were **Adrian Quesada** and **David Pulkingham** on guitars; **Glenn Fukunaga** on bass; **Grupo Fantasma** on horns; the **Tosca String Quartet**; and of course, **Ramos**, on keys and accordion. "Michael and I dove headfirst into bringing the songs to life and—with the help of some incredible Austin musicians—we've created something beyond translation. It's music that will move you."

The album expresses the dichotomies of Chavez's life as an ethnically mixed American woman trying to define, and embrace, who she is and where she belongs. With the 11 folk-pop tunes on the record, Chavez takes the listener on a sonic journey that has something for everyone. "This album is a rhythmic exploration of who I am," says **Chavez**. "I've allowed myself to explore what it means to be both grounded in who you are while still flailing in the air, not knowing where you'll land."

"Working on *UP.ROOTED* was one of the most pleasurable recording/producing experiences of my entire career," says **Ramos**. "From start to finish, it was a complete give-and-take process on both our parts. Gina and I trusted each other wholeheartedly. I'd do it again in a second."

Music is not the only passion in Chavez's life. Seeking a stronger connection to her roots, in 2009 Chavez and her partner, Jodi Granado, spent eight months living with Catholic nuns and teaching English at a girls' school in gang-dominated Soyapango—a dangerous San Salvador suburb that guidebooks warn visitors to avoid. "We would wake up to a chalk drawing of someone who'd been shot outside our door the night before," says Chavez.

"We taught a voluntary Saturday morning English class to our graduating seniors in El Salvador. I vividly remember asking for a show of hands of who wanted to go to college—all 32 threw their hands in the air. But when we asked who had the means to go, every hand dropped. After spending eight months with these young women, struggling, laughing, and embracing them as sisters, we knew we had to do something."

During that time, Chavez and Granado forged relationships with four girls they now consider their Salvadoran sisters. The pair has since established a college fund to send three of them to a private university on full scholarships, and hope to send more. That is how the **Niña Arriba College Fund** was born. "We brought it back to Austin and the people here have made it possible to put three of our students through school," said Chavez. "To date, we've raised nearly \$15,000, and that's just the beginning. Austin has a lot to give and the gift of education is a beautiful thing."

A beautiful thing it is. Chavez's new album will no doubt take its place in Austin music history when it hits stores on Feb. 11, 2014. For more information, please see: www.ginachavez.com

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About Niña Arriba:

Niña Arriba is a campaign to change the world, one girl at a time. Donations directly fund a college education for young women in a gang-dominated suburb in El Salvador where founders Gina Chavez and Jodi Granado taught English for eight months. The campaign currently supports full scholarships for three students - Xiomara, Marta and Vanessa - to attend [Don Bosco University](http://www.donbosco.edu.sv), a private, Catholic college in Soyapango, San Salvador. Each scholarship covers monthly tuition, academic fees and supplies, food and transportation, and funds are sent directly to the university in the students' names. All donations are accepted through the fund's fiscal sponsor, VIDES, a 501(c)(3) public charity. Donations are tax-deductible. For more information, visit ninarriba.wordpress.com

About Amy Cook:

It's not easy to fuse a connection between the heartstrings and the hipbone, to bridge the emotional intensity of a singer-songwriter and the effortless swagger of a born rocker. But that's exactly what California-bred, Austin-based Amy Cook has been doing for more than a decade – winning over fans with tunes that not only connect, but also attach themselves to the very heart of pleasure. On *Summer Skin* (Roothouse Records/Thirty Tigers), her latest album, Cook explores both sides of that personality, with the assistance of a remarkable group of musicians: Bassist Me'Shell N'Degeocello, guitarists David Garza and Chris Bruce, and Jonathan Wilson on drums, as well as guests Ben Kweller, Patty Griffin and Robert Plant. Amy Cook moves with simultaneous grace and force through

an album that depicts her evolution as an artist and a human. Part of the credit for that is due to producer Craig Street – perhaps best known for his work on Norah Jones’s multi-platinum debut, *Come Away With Me*. With songs from previous projects in TV shows such as *Dawson’s Creek*, *Veronica Mars*, *Laguna Beach* and *The L Word*, Cook’s reach is wide. Her 2010 release *Let the Light In*, the first and only record Alejandro Escovedo has produced to date, won praise and plaudits from outlets like Rolling Stone, which referred to her as “a dustier, brassier Deborah Harry.” For more info, see www.amycook.com.

About Emily Wolfe:

Emily Wolfe transcends the ranks of ordinary musicians. With a versatility all her own, Wolfe's ability to transform from rock and roll fireball into intimate acoustic songwriter is showcased in her double-installment sophomore release. Released in May of 2013, *Mechanical Hands* is the 6-track full band predecessor to the more delicate, minimalistic *Night & Day* released in December; both received high praise from the Austin Chronicle, Austin Monthly and Paste Magazine. In less than a year, Wolfe has been named one of Sundance Film Festival's Artists to Watch for 2013, played sold-out shows in New York City and Austin, Texas, and shared the stage with the likes of Allen Stone, Robert Ellis, Bob Schneider, Wild Child, and The Boxer Rebellion. For more info, see www.emilywolfemusic.com.

***MEDIA NOTE:**

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