

for immediate release

contact: Christina Dellea 518 325-3045

### **Music Panels and Performances Highlight Hudson Valley Songfest7 at Helsinki**

Club Helsinki is the home once again for Hudson Valley Songfest7, an annual music conference and showcase produced by Columbia Arts Team. The all-day event, held May 12<sup>th</sup>, consists of panels and seminars with music industry pros discussing the nature of the business, as well as creative issues. Also featured are showcase performances by new and up-and-coming songwriters and performers, and a lunchtime performance by established hit songwriters. A series of related music events lead up to the Songfest, including evening fundraisers on March 1 and April 5.

Subjects covered by the panelists include the basics of publishing and copyrights, music licensing, lyric writing, live performance skills, recording options and strategies, and many others. There will also be song critiques, where attendees can get feedback from the pros on songs they've written. In addition, music lawyers, publishers, producers and other pros active in the business offer their insights and expertise. Previous guests at the festival have included such notables as Marshall Crenshaw, Jonathan Edwards, Julie Gold and Peter Tork, in addition to area residents Lincoln Mayorga, Jacob Brackman and Paul Rapp.

Sponsors of Hudson Valley Songfest7 include The Ungar Foundation, SESAC, Exit 97.7, Helsinki Hudson, and other area businesses. The event is made possible with public funds from the Decentralization Program of the NYS Council on the Arts, administered in Columbia County by the Columbia County Council on the Arts through the Community Arts Grants Fund.

Attendees can learn more about the specifics of Songfest by going to the CAT website, [www.columbiaartsteam.org](http://www.columbiaartsteam.org).

CAT presents a number of preliminary events leading up to the May 12 fest. On March 1 at 7 pm, CAT will present "The New Business of New Music," a special fundraising evening. A wine reception and music showcases by emerging artists kick off the evening, followed by a panel discussion with music business professionals, discussing the latest developments and changes in music licensing, internet marketing, radio airplay, and much more. An audience Q&A follows the discussion.

On April 5 at 7pm, the second pre-fest event is called “Legends of Songwriting.” Following a networking / cocktail hour, three hit songwriters will perform their best songs, sharing the stage “in the round,” and exchange tales about the creative process and their journey in the music world. The intimacy of Club Helsinki’s main stage ensures this will be a special evening. The event is a fundraiser for CAT.

On May 11, the evening before the May 12 all-day Songfest, CAT will present the “Best New Artists” show at Helsinki. Specially chosen, up-and-coming performers will be evaluated by music industry judges, based on originality, songwriting skill, and performance. The artists chosen as Best New Artist will perform the following night as the opening act for Helsinki's featured performer.

Columbia Arts Team is a 501c3 not-for-profit performing arts company that presents original, live music, theater, comedy, and variety shows all season, showcasing new work by the best local talent, in addition to youth programming. Stay tuned for more information on CAT’s other 2012 events by going to the website, [columbiaartsteam.org](http://columbiaartsteam.org).

All shows are open to the public. The March 1, April 5 and May 11 events are \$20 per ticket, and are tax-deductible contributions to CAT. The all-day main event on May 12 is \$75. Advance tickets for an all-four event package are \$100. Tickets can be purchased at the website, [www.columbiaartsteam.org](http://www.columbiaartsteam.org).