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FOR IMMEDIATE RELEASE

DrummerFest 2011 is a Big Hit at Cascio Interstate Music!

New Berlin, WI (November 11, 2011) – Cascio Interstate Music’s 11th annual DrummerFest once again continued its tradition of providing world class talent with performances from **Bill Bruford, Chris Pennie, Aaron Spears** and **Horacio “el Negro” Hernandez!!**

DrummerFest 2011 was held on Saturday, October 22nd inside the store on Cascio’s SoundStage and proved once again to be one of the Midwest’s premier drumming showcase events. The all-day extravaganza started at 11:00am and went until 6:00pm, with attendance at 1,000+ in the course of the day.

Bill Bruford (*Yes, King Crimson*) started out the day with a lecture and slide show presentation in support of his new book “Bill Bruford: The Autobiography.” Bill covered all aspects of his drumming career, from his early childhood musical influences, to his innovative and ground-breaking work with Yes and King Crimson. Bill explained how events, other artists, equipment and technology all combined to help create his signature style and mastery of off-meter time.

Chris Pennie (*Coheed and Cambria*) was the second artist of the day, and started out with a long solo, demonstrating his many influences and styles ranging from speed metal, rock, jazz and his improvisational “mathcore,” a style of rudimental polyrhythmic free-form. Chris is a lucid speaker and Berklee grad, and this helps him to relate his

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playing into words and descriptions. His message for drummers is to play with as many musicians, and in as many styles as possible, to gain versatility and opportunity.

Aaron Spears (*Usher, Alicia Keys*) was the next artist up and dazzled the crowd with his funk, groove, and hip hop styles. Aaron plays with power, ease and grace all at once. Aaron described his early days playing Gospel and church gigs, and cutting his teeth with The Gideon Band. Combined with his love and passion of music, there is no doubt why he has earned the drum chair with artists like Usher, and the musically demanding American Idol band. Aaron's play-along with Radiohead's "15 Step" was truly incredible and brought the house down!

Closing the day was master drummer **Horacio "el Negro" Hernandez** (*Michel Camilo, Santana*). Horacio's personality and joy of life are evident with the first beat he plays. His opening solo combined jazz, rock and Cuban styles into one, with dynamics ranging from soft whispers to ferocious thunderclaps. When he settles into Latin grooves, it's amazing to watch his footwork... playing clave beats, hi-hat and bass patterns, all alternating simultaneously. Add contrasting patterns being played with his hands, and you'd swear there were three percussionists on stage! Horacio demonstrated step-by-step practice techniques to gain that kind of independence.

Many thanks go to national drum brand companies **Mapex, Pearl, Tama, DW, Sabian, Evans, LP, Vater and Zildjian**. This FREE all-day event also featured prize giveaways, the "*Fastest Hands Contest*," food and beverages, special sale pricing on drum gear, plus photo and autograph opportunities.

Cascio Interstate Music is among the nation's top independent musical instrument retailers, as the 12th largest musical instrument dealer in the United States. Cascio celebrates 65 years as a music retailer in 2011, and is headquartered in the suburban Milwaukee, Wisconsin marketplace, which houses its retail Superstore, Call Center, Web Center and corporate offices. Its Distribution Center in Waukesha, WI handles over 60,000 items. Cascio Interstate offers a wide selection of musical instruments, accessories, sheet music, private music lessons, free in-store educational clinics, rentals, repairs, and more. More information on the Company is available at <http://www.interstatemusic.com>.

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