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FOR IMMEDIATE RELEASE

Greg Koch Trio To Present FREE Guitar & Drum Clinic February 11 at Cascio Interstate Music

New Berlin, WI (January 26, 2012) – Cascio Interstate Music, 13819 W. National Ave. in New Berlin, presents the **Greg Koch Trio** with a LIVE and FREE interactive clinic/performance on **Saturday, February 11 at 2:30 pm** inside the store on Cascio's SoundStage. The Greg Koch Trio features Milwaukee's own amazing guitarist **Greg Koch** with **Tom Brechtlein** (*Chick Corea, Robben Ford*) on Drums and **Roscoe Beck** (*multi-Grammy Award winning record producer, founding member of Robben Ford and the Blue Line*) on Electric Bass.

Sponsored by Cascio Interstate, Fender and Yamaha, this free clinic gives musicians the chance to learn and interact with high quality musical talent. There will be special one-day only deals on Fender Guitars, EC (Eric Clapton) Amplifiers (Cascio is one of 10 exclusive dealers, nationwide), plus Yamaha Drums. And as always at Cascio's FREE Clinics, there are free giveaways and prizes. Please arrive early for best parking and seating availability.

Native Milwaukeean **Greg Koch** has established himself within six-string circles as a masterful technician, internationally renowned guitarist, recording session ace, and in-demand guitar clinician for Fender Musical Instruments and music publishing giant, Hal Leonard Publishing. Koch has described his guitaristic approach as "Chet Hendrix meeting the Kings (BB, Albert and Freddie) at the first annual Zeppelin-Holdsworth Coffee Guzzlers Hoedown." Contemporary blues/rock artist Joe Bonamassa considers Koch to be "pound for pound the best guitar player in the world today." Tom Wheeler

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from Guitar Player magazine has hailed him as “fiendishly talented” while other critics have called him everything from “a twisted guitar genius” to “the best kept secret in the guitar firmament.” Greg’s relationship with Hal Leonard has resulted in an extraordinarily successful catalog of guitar instructional materials including the rewrite of the Hal Leonard Guitar Method with original author Will Schmid, which has become the top-selling guitar method in the world. His current CD with the Greg Koch Trio is titled “From The Attic.” Read more about Greg at gregkoch.com/wordpress/.

Drummer **Tom Brechtlein** picked up his first pair of drumsticks at age 5 after seeing marching bands at a Memorial Day parade. Later, he studied privately with percussion educator John O'Reilly. While performing with the Jazz ensemble at east Meadow High School on Long Island he received the prestigious NAJE (National Association of Jazz Educators) Award for Musical Excellence. At Hofstra University, he was asked to audition for Chick Corea. This was an exciting start to a professional music career and an end to his college days. Tom has now toured and recorded with many great artists including: Chick Corea, Allen Vizzutti, Christopher Cross, Wayne Shorter, Robben Ford, Jean-Luc Ponty, Dave Samuels, Eric Johnson, Joe Farrell and host of others. Read more about Tom at <http://www.tombrechtlein.com/>.

Bassist **Roscoe Beck** is a multi-Grammy Award winning record producer and bassist. He has recorded and played with Leonard Cohen, Robben Ford, Jennifer Warnes, Eric Johnson, The Dixie Chicks, and others. The Cohen/Warnes/Beck partnership culminated in Warnes’ classic 1986 recording Famous Blue Raincoat/The Songs of Leonard Cohen (produced by Beck and Warnes), which sold more than a million copies. Beck has played on and/or co-produced five Cohen discs to date. Beck is also a founding member of Robben Ford and the Blue Line; playing on and/or co-producing the group’s five discs to date. Beck has made three instructional videos for REH/Warner Brothers Publications—Blues Foundations and Beginning Blues Bass, Volumes 1 & 2—and has been a regular contributor to Bass Player magazine with a bimonthly column, “Mastering Five-String Bass.” Read more about Roscoe at <http://www.roscoebeck.com/>.

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Cascio Interstate Music is among the nation's top independent musical instrument retailers, and the 12th largest musical instrument dealer in the United States. Cascio celebrated 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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