

Cascio

interstatemusic.com

Independently Owned • Community Driven • Since 1946

Press Contacts:

Michael Houser, CEO
(262) 957-4529 • mhouser@interstatemusic.com
Christopher Houser, Marketing Manager
(262) 957-4561 • cjhouser@interstatemusic.com

FOR IMMEDIATE RELEASE

Cascio Interstate's Free GuitarFest to Feature World-Class Guitarists

**Andy Timmons, Don Alder, John Jorgenson and Rick Heins
Appear Live on Saturday, September 10**

New Berlin, WI (August 30, 2011) – Cascio Interstate Music, 13819 W. National Ave. in New Berlin, presents its 7th annual GuitarFest 2011 on Saturday, September 10, LIVE and FREE with interactive clinic/performances from **11:00 am to 5:00 pm** on Cascio's SoundStage inside of the store. GuitarFest 2011 will feature an outstanding line-up – **Andy Timmons** (*former member of Danger Danger*), **Don Alder** (*world-class fingerstyle guitarist*), **John Jorgenson** (*American gypsy jazz, former member of the Desert Rose Band*) and **Rick Heins** (*Fender amp product specialist*).

Sponsored by Cascio Interstate, with featured suppliers Archer Guitars, Yamaha Guitars, Vox Amps, and Fender Guitars & Amps, GuitarFest 2011 is a FREE event, open to the public with live and free interactive clinics and performances. In addition, there will be free swag & prizes, with factory reps on-hand from a variety of manufacturers, food & drink, plus an extra 10% off participating brands. Those planning to attend should arrive early for best possible seating and parking arrangements. For more information please call (262) 789-7600.

The following greats from the world of guitar will appear:

Andy Timmons ~ As guitarist for pop-metal band Danger Danger, he toured the world opening for Kiss and Alice Cooper, sold over a million records worldwide, and had two #1

-more-

Cascio Interstate's Free GuitarFest to Feature World-Class Guitarists / Page 2

videos on MTV, plus amassing a discography that includes 7 solo releases that range from blazing guitar instrumentals, to blues, and even a Beatles/Elvis Costello-inspired collection of pop tunes.

As a session player, he's been highly featured on CDs by drumming legend Simon Phillips, a live CD with Olivia Newton-John (Andy has been her music director/guitarist for several U.S. tours), two internationally acclaimed CDs by Kip Winger, recording sessions for Paula Abdul, Paul Stanley, and countless radio and television jingles. He has also played alongside many of his heroes such as Steve Vai and Joe Satriani (as a regular guest on their G3 tours in Dallas), Eric Johnson, Steve Morse, Mike Stern, Ace Frehley, Ted Nugent, and Pierre Bensusan, as well as some of his fave '60's singing stars such as the Beach Boys, Lesley Gore, and Gordon Waller (of Peter and Gordon fame.)

The Andy Timmons Band (featuring Mike Daane on bass and Rob Avsharian on drums) will return to Italy in October 2011 for 10 shows to celebrate the release of their new CD "Andy Timmons Band Plays Sgt. Pepper." Andy has been consistently voted a "Top 20 Favorite Guitarist" in most of Japan's rock music magazine's reader polls. He also has become one of the most respected and sought after clinicians representing Ibanez Guitars, touring the world on their behalf. Read more about Andy at <http://www.andytimmons.com>.

Don Alder ~ Don plays acoustic fingerstyle guitar with a passion that has quickly earned him a reputation as Vancouver, Canada's "best kept little secret." He is a world-class fingerstyle guitarist with a unique style of playing incorporates fingerpicking with simultaneous percussion on the soundboard to create a wall of sound. He is often referred to as sounding like a four piece band. Don's music is his own unique weave of deeply textured melody and story. Lyrical and compelling, his original songs are notes of exploration - some passionate and haunting, some hard-driven, others light and teasing. In quiet pieces or pushing right to the edge, Don's phenomenal fingerstyle playing and rich voice captivate.

Alder has participated in and won various guitar competitions, including winning first place in Guitar Player magazine's sixth annual Guitar Superstar Competition on September 18, 2010. Alder's confident, entertaining, and technically flawless performance of his song, "The Rogue," wowed the capacity crowd at Livermore, California's Bankhead Theater, and garnered

-more-

the only standing ovation of the night.

Chris Seldon, Marketing Manager for Yamaha Guitars Canada states, "We are extremely proud to have Don as a National Endorsee. Don chose our handbuilt L-Series flat tops as his weapon of choice. We recognize that Don is at the forefront of the 'new fingerstyle' movement and look forward to a long relationship with this mind blowing guitarist." Read more about Don at <http://www.donald.com/>.

John Jorgenson ~ John is known as one of the pioneers of the American gypsy jazz movement. His articles and lessons on gypsy jazz have appeared in prominent guitar magazines and he has given master classes around the country, having performed with some of the most respected European proponents of this style, including Bireli Lagrene and Romane.

John is best known for his guitar work with groups such as the **Desert Rose Band** and The Hellecasters. The Desert Rose Band charted 8 singles in the Top 10 on Billboard's US Country Charts from 1987-1989, and received two Grammy nominations for Best Country Performance by a Group. While a member of the Desert Rose Band, Jorgenson won the Academy of Country Music's "Guitarist of the Year" award three consecutive years. Jorgenson has also recorded or toured with many artists including Elton John, The Byrds, Bob Dylan, Bob Seger, Willie Nelson, Johnny Cash, Emmylou Harris, Hank Williams Jr., Barbra Streisand, Luciano Pavarotti, Roy Orbison, Patty Loveless, Michael Nesmith and Bonnie Raitt.

Although John Jorgenson is well-renowned in the pop, country and rock world, gypsy jazz is the style of music closest to his heart. Because of his international reputation as a gypsy jazz player, John was twice asked to recreate Django Reinhardt's music for feature films, Gattica and Head in The Clouds. The latter, released in early 2005 and starring Charlize Theron and Penelope Cruz, features John on camera as Django Reinhardt, complete with burned hand and gypsy moustache. Jorgenson is also proficient in the mandolin, mandocello, Dobro, pedal steel, piano, upright bass, clarinet, bassoon and saxophone.

Born in Madison, Wisconsin and currently living in Nashville, John tours worldwide playing gypsy jazz with The John Jorgenson Quintet. He also performs in the UK with his electric band, John Jorgenson & Friends, and continues to collaborate with other artists live and in the studio. Read more about John at <http://www.johnjorgenson.com/>.

Cascio Interstate's Free GuitarFest to Feature World-Class Guitarists / Page 4

Rick Heins ~ Rick is amplifier product specialist for Fender Musical Instruments. As such, he plays a pivotal role in the design, development, testing and marketing of Fender guitar amps. As an adept and highly skilled clinician, he also educates dealers and consumers worldwide by demonstrating Fender's broad range of guitar amps.

Heins' extensive amplifier knowledge and expertise is well informed by his exceptional talent and wide-ranging versatility as an accomplished and active guitarist with more than 25 years of playing experience. Notably, he actually uses the products he works with.

A Wisconsin native, Heins moved to Arizona with his family during childhood. He arrived at Fender in 2004 and served as a graphics and packaging designer before assuming his current role in 2010. Heins is based at FMIC's corporate headquarters in Scottsdale, Ariz., and resides in neighboring Phoenix.

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>.

###