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MEDIA CONTACT
Richard Harrell
(415) 385-0596 | press@heroesvoices.org

ANNOUNCING THE DEBUT CONCERT FOR *HEROES' VOICES*



A CONCERT TO HONOR OUR VETERANS
Veterans Day, November 11, 2015, 7:30 pm
Herbst Theater in the War Memorial Veterans Building
401 Van Ness Avenue, San Francisco

Pete Escovedo and his Latin Ensemble
OSA Vocal Rush
Heroes' Voices Bluegrass Band

SAN FRANCISCO – Veterans Day marks the **debut concert for Heroes' Voices**, a non-profit organization that brings the gift of music to veterans. *Heroes' Voices Concert to Honor Our Veterans*, featuring **Pete Escovedo and his Latin Ensemble**, **OSA Vocal Rush** and the **Heroes' Voices Bluegrass Band**, will be held at **7:30 pm on November 11, 2015** at the newly-renovated **Herbst Theater** in the historic War Memorial Veterans Building. **The concert is free to all veterans.**

"Heroes' Voices was founded to touch the lives of veterans with the gift of music. As many as 600,000 veterans have returned from the conflicts in Afghanistan and Iraq with post-traumatic stress disorder, traumatic brain injury or both. Music has proven to be a powerful and effective tool in helping veterans with these challenging conditions and also helps reintegrate them into their communities after returning from a war zone. In just two years, *Heroes' Voices* has already worked with over 1,000 veterans in the San Francisco Bay Area. This concert this evening is to

honor Veterans Day, but also to invite the community to join with Heroes' Voices in giving our veterans the tools they need to finally come home.”

— Richard Harrell, Director and Founder, *Heroes' Voices*

“Focusing my life towards music is the only way that I am able to turn those war-time experiences into something positive, so that I can give back to my fellow man. I believe in the mission of Heroes' Voices with every fiber of my being.”

— Richard B. Gibson, Veteran of Operation Iraqi Freedom, U.S. Marines

Legendary percussionist **Pete Escovedo** is an artist who broke down the barriers between smooth jazz, salsa, Latin jazz and contemporary music. Combining passion, talent and dedication, **Vocal Rush** is a three-time national champion *a cappella* ensemble based at the Oakland School for the Arts (OSA). **Heroes' Voices Bluegrass Band** is an ensemble of extraordinary Bay Area bluegrass performers, all of whom are veterans of the U.S. Armed Forces.

Veterans can obtain free tickets at www.HeroesVoices.org/FreeForVets. The general public can purchase tickets for \$40, \$30 and \$20 at www.cityboxoffice.com/HeroesVoices. Proceeds from tickets sales will benefit Heroes' Voices programs for veterans. This concert is generously sponsored by the Rotary Club of San Francisco (www.sfrotary.com).

About Heroes' Voices

Heroes' Voices connects veterans with the power of music to build confidence and community.

It is difficult for many veterans to reacclimate to civilian life, especially the estimated 600,000 veterans who are returning home from Iraq and Afghanistan with post-traumatic stress disorder (PTSD) and traumatic brain injuries (TBI). *Heroes' Voices* leverages the power of music and poetry to make a direct, positive impact on veterans.

Our programs include:

- [Veterans' Voices](#): Building confidence and community with
 - Vets Singing with Vets workshops.
 - Free guitars, free harmonicas, and free music lessons.
 - Poetry Slam workshops.
- [Voices for Veterans](#): Speaking up for veterans and their unique needs with research, advocacy, and partnerships with other organizations serving veterans.
- [Veterans Resources](#): Comprehensive information about and access to music and music therapy across the USA.

Launched in the San Francisco Bay Area in 2012 we are now expanding to communities around the country.

More photos and more information about Heroes' Voices is available at www.HeroesVoices.org, in the video at youtu.be/afPyLGyiIrw and on Facebook at facebook.com/HeroesVoices.

About Pete Escovedo

Pete Escovedo, along with such seasoned bandleaders as Eddie Palmieri and Ray Barretto, is today viewed as one of the standard bearers of Latin jazz. A California native, Escovedo was raised in Oakland. His father was an amateur singer and guitarist who passed along a love of Latin music, while young Pete discovered and cultivated a love of jazz largely on his own. Early on, he embraced the Latin jazz style, steadily building a reputation in the Bay Area as part of **The Escovedo Brothers Latin Jazz Sextet**, which grew into one of the most popular Latin jazz combos in California. In the late '60s when guitarist **Carlos Santana hired Coke and Pete** for his hugely popular group. "That was our entry into the Latin rock scene," says Pete. In 1970 they founded the band **Azteca, a cooperative 14-piece Latin big band**. Azteca recorded two albums for Columbia, an eponymous debut and Pyramid of the Moon. Today, Escovedo leads what is widely considered one of the finest ensembles in Latin jazz, a mix of musicians from both Los Angeles and the Bay Area. The end result is a joyous concoction of Latin rhythms with elements of jazz, R&B and funk that is hard to resist. Latin jazz fan around the world will rejoice.

About Vocal Rush

Vocal Rush is a **three-time national champion a cappella ensemble** based out of **Oakland School for the Arts (OSA)** and comprised of singers ages 15-18. Combining passion, talent and dedication, along with the vision of director/founder Lisa Forkish, Vocal Rush has become one of the most respected high school a cappella groups in the U.S. since their inception in March, 2011. Vocal Rush has received numerous accolades, including national championship titles in 2012, 2013 and 2015, a first place win at the L.A. A Cappella Festival, and in 2013, a third place win on NBC's hit a cappella competition show, "The Sing-Off." Past members of Vocal Rush have performed for President Obama as well as OSA founder, California Governor Jerry Brown. **Vocal Rush has released three CDs**, "The Beginning" and "Shatter," both nominated for numerous Contemporary A Cappella Recording Awards, including Best High School Album. The ensemble has the soulful stage presence and urban swag that reflects all that is unique to OSA and sets them apart in the a cappella scene. Vocal Rush brings to life the heart and soul of Oakland School for the Arts, putting their all into every performance. See these young singers in action at <http://www.youtube.com/osavocalrush>.

About The Heroes' Voices Bluegrass Band

The Heroes' Voices Bluegrass Band is an ensemble of seasoned Bay Area Bluegrass performers, all of whom are military service veterans. The band came together specifically to perform at the Heroes' Voices Concert to Honor Veterans. The performers are **Harry Ygligian** on Acoustic Guitar, **Butch Waller** on Mandolin, **Larry Cohea** on Banjo, **Jim Allison** on Fiddle, **Pat Campbell** on Dobro and **Dave Gooding** on Acoustic Bass.

About our Co-Hosts

Richard B. Gibson served as a Corporal 0341-Mortarman in the 3rd Battalion, Fifth Marines, Operation Iraqi Freedom. He is a recipient of a Presidential Unit Citation.

Richard Harrell is the Director and Founder of *Heroes' Voices*. He has been an arts director and teacher at several highly-regarded institutions, including The Juilliard School, San Francisco Opera, New National Theatre Tokyo, San Francisco Conservatory of Music and the Orfeo Foundation.

CALENDAR EDITORS:

Heroes' Voices Concert to Honor Veterans

The first annual concert to honor our veterans and support the work of *Heroes' Voices*, a non-profit organization that brings the gift of music to veterans.

Pete Escovedo and his Latin Ensemble

OSA Vocal Rush

Heroes' Voices Bluegrass Band

7:30 pm

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Herbst Theater

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www.heroesvoices.org.

Free tickets for veterans at www.HeroesVoices.org/FreeForVets.

Tickets at www.cityboxoffice.com/HeroesVoices.

For photos, press tickets or more information, please contact press@heroesvoices.com.