

# MÁRCIO LOCAL

Marcio Local Says, "Don Day Don Dree Don Don": Adventures in Samba Soul



## MARKETING POINTS:

**KEY MARKETS:** New York, Washington DC, LA, San Francisco, Philadelphia, Chicago, Boston.

**RETAIL:** Co-op budget available.

**PUBLICITY:** National and regional press campaign by Heather West at Western Publicity. Press highlights so far: New Yorker, Wall Street Journal, New York Times, NY Press, Tripwire, 'Sup Magazine, popmatters.

**RADIO:** College Radio promotion by Team Clermont.

**ONLINE:** Internet marketing campaign by Sneak Attack. Website banners, audio samples and email blasts to target demographics.

**LIFESTYLE:** Promotional campaign by Giant Step with emphasis on lifestyle accounts, music supervisors, clothing boutiques, restaurants and bars.

**TOUR:** U.S. tour this Summer.



"The charismatic Mr. Local, with his funky take on samba and Afro-Brazilian dance music, is poised to become a leading voice in Brazilian music."

-The Wall Street Journal

Márcio Local stands at the crossroads of two great traditions in modern Brazilian music, with one foot in samba, the heavily percussive Afro-Brazilian dance music and the other in soul, the African American music rooted in the blues which attracted a mass audience in Brazil in the 1960s and 1970s.

Once regarded as a faddish import, soul music has been effectively Brazilianized such that it now constitutes a local tradition in big cities like São Paulo and Márcio's home town of Rio de Janeiro. Márcio has also discovered ways to combine these two traditions to forge new variations of samba-soul by exploring the ever-expanding modern soundscape of Rio. He is also something of a sensual romantic who makes music thinking about lazy Saturday afternoons at the beach, a game of soccer, the drama of sexual seduction, and the bustle of the urban scene. In this way, he belongs to another tradition in Brazilian music that celebrates the pleasures of everyday life and the redemptive power of a catchy tune.

These songs celebrate a Rio de Janeiro steeped in Afro-Brazilian traditions, yet constantly devouring and reinventing new sounds and styles. With Márcio Local Says, "Don Day Don Dree Don Don": Adventures in Samba Soul, Márcio Local takes the stage as an inspired innovator of the samba soul tradition. In own words, his music offers "a mixture of Jorge Benjor, Seu Jorge, Banda Black Rio, Wilson Simonal, but model 2008, 4x4 and turbocharged." The album was produced by Mario Caldato, Jr. (of Beastie Boys fame).

"This is what drew us to him; there was no pretentious misconceptions of what samba should sound like, or some new "take" on old classics, but a rather brilliant - and near seamless - mix of the two." -The Tripwire.com

## DETAILS:

**STREET DATE:** May 12, 2009

**LIST PRICE:** \$14.99

**GENRE:** Brazilian Rock/Pop

**PACKAGING:** Jewel Case

**UPC:** 680899007122

**BOX LOT:** 30

**CATALOG #:** CD-LBOP-0071

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