

FOR IMMEDIATE RELEASE
August 31, 2010

MUSIC OF IRELAND – WELCOME TO AMERICA
EXTRAORDINARY MUSIC SPECIAL – PART II

**FEATURES NEW INTERVIEWS AND RARE FOOTAGE OF ARTISTS SUCH
AS BLACK 47, THE CORRS, THE CRANBERRIES, DAMIEN DEMPSEY,
GLEN HANSARD, SINÉAD O’CONNOR, U2, DAMIEN RICE AND
THE SCRIPT**

**PREMIERES NATIONWIDE ON PUBLIC TELEVISION AUGUST AND FALL 2010
(CHECK LOCAL LISTINGS)**

BARNES & NOBLE TO CONTINUE WITH EXCLUSIVE CD AND DVD OFFERS



“Public television’s two part series illustrates how modern Irish music has had an international impact.” ---Dan Aquilante, The New York Post

(New York, August 31, 2010) – ***Music of Ireland - Welcome To America*** continues the definitive story of contemporary Irish music, focusing on the latest and greatest musical exports from the Emerald Isle. Picking up where ***Music of Ireland – Welcome Home*** (Part I) left off, this extraordinary look at the most renowned Irish musical artists takes the viewer on a trans-Atlantic journey – from Ireland’s West Coast to the heartland of America. In Part I, Liam Clancy, who was interviewed right before his death, talked about how valuable each moment of his life is. *The Irish Voice* heralded it as “one priceless moment in a priceless documentary.” On each stop, ***Music Of Ireland - Welcome To America*** gives audiences an intimate look at who has contributed to the continuation of this glorious relationship between country and music.

Once again, hosted by Clannad’s Grammy Award-winning Moya Brennan, the performance-laden documentary features six Grammy Award winners, Academy Award and Golden Globe winners, and three Rock & Roll Hall of Fame inductees. Produced by the Elevation Group’s Denny Young – an American music and television production veteran who has produced special concert events for Duran Duran, Seal, LeAnn Rimes, Counting Crows, and many others, ***Music of Ireland – Welcome To America*** premieres nationwide on public television beginning in August and will air throughout the fall (check local listings). It is sponsored in part by Tourism Ireland.

The ***Music of Ireland – Welcome To America*** DVD featuring bonus material will join the ***Music of Ireland – Welcome Home*** CD and DVD as exclusive products available at Barnes & Noble stores nationwide. Barnes & Noble’s exclusive retail partnership will feature a nationwide, in-store promotional campaign starting August 31 that will promote the public television broadcasts and feature a special,

exclusive deluxe edition combo pack of the CD with the Part I DVD **Welcome Home** as well as the new Part II DVD **Welcome To America**. The exclusive products will be available both in Barnes & Noble stores and online at Barnes & Noble.com

(www.bn.com). **Music of Ireland** CDs and DVDs will also be available to viewers who make a donation in support of their local public television station during the broadcasts.

Music of Ireland – Welcome To America (Part II) picks up the story with the emergence of U2 and their development into the greatest, live touring act today. The program continues with a detailed look at today's very impressive singer/songwriter scene in Dublin (featuring Academy Award Winner Glen Hansard of The Swell Season and The Frames, Damien Rice and Damien Dempsey) and then an intimate piece on Sinéad O'Connor, her incredible music and the now well-documented papal controversy that ultimately proved O'Connor correct. Other highlights include the PBS phenom programs *Lord of the Dance* and *Celtic Woman* as well as the great Irish rock/pop acts: The Cranberries, The Corrs, Black 47 and The Script. One of the most interesting moments in the show explores how Irish music has influenced America and American culture – as showcased by performers at the Dublin Irish Festival in Dublin, Ohio.

Brennan, Enya's eldest sister, goes to great lengths in her interviews to get the closest look yet into what makes these great artists tick, how their musical lives have been influenced and each artist's special relationships with both Ireland and America.

Never-before-seen performances, rare clips and archival photographs highlight each segment of the show. **Music of Ireland – Welcome To America** is directed by four-time Emmy Award-winner Philip Marshall, a former senior producer and director at THIRTEEN/WNET and current executive producer of national productions for Maryland Public Television.

"I marvel at how this tiny country has produced so much great music," stated Executive Producer Denny Young. "I am in awe of each one of these artists and yet it is truly amazing how down to earth they all really are. The Irish spirit shines brightly and that is something we hope the viewer takes away from the experience."

"This has been an amazing journey so far," commented Moya Brennan. "Never in my 40 years of working in the Irish music community had I totally recognized the impact we have all had on the world generally and in America specifically. And I must say, it has been a real treat to be on the other side of the camera talking to Glen, Damien, Paddy, Sinéad, Bono, Adam, and so many others."

"Public television viewers have consistently supported Irish music and performers. They want to learn more of their stories," said Gillian Rose, Head of Distribution for WNET.ORG. "**Welcome to America** spotlights artists from the last 30 years, tracing the beginnings of rock sensations like The Cranberries and U2, while introducing viewers to stars on the rise like The Script."

Music of Ireland's companion CD is sure to provide the soundtrack for generations of Irish music fans through its showcase of collaboration and spirit. Produced by acclaimed producer John Reynolds (U2, Brian Eno, Peter Gabriel, Björk, Dido), the companion CD features new material by Grammy Award-winners Moya Brennan, Sinéad O'Connor and The Chieftains, Academy Award-winner Glen Hansard (The Swell Season), Damien Rice, former Irish Tenor Ronan Tynan, Andrea Corr, Damien Dempsey, Shane MacGowan (The Pogues), The Hothouse Flowers, Órla Fallon, the late Liam Clancy, Paul Brady, John Sheahan, Donal Lunny and Andy Irvine, and a

special track by Anúna featuring Moya Brennan and Afro Celt Sound System's Iarla Ó Lionáird.

"We've made a great CD," enthused John Reynolds. "We have several Grammy Award-winning and Academy Award-winning artists collaborating with each other to make a totally diverse and an extraordinarily special collection of musical tracks. I am honored to be involved with the project."

For more information, visit www.musicofireland.com.

A production of the Elevation Group. Executive Producer: Denny Young. Director: Philip Marshall. A presentation of WLIW21 in association with WNET.ORG. Funded in part by Tourism Ireland.

About The Elevation Group

The Elevation Group is one of the nation's leading Sports & Music marketing, event and TV production firms. Founded in 2002 by industry veterans and former senior executives at IMG – Denny Young and Steve Lindecke – Elevation has been named one of the top production companies in the United States by *Event Marketer* magazine the past five years (2006, 2007, 2008, 2009 and 2010). Elevation works alongside some of the world's most recognizable corporate brands and personalities in the following areas: Sponsorship Consultation & Activation, Event Management, Live & Televised Productions and Communications & Marketing. Elevation has produced music specials for Public Television, Cable Networks and a number of major corporate sponsors. Elevation offices are located in Cleveland, Charlotte, Detroit and New York. For more information, log onto www.elevationgrp.com.

About WNET.ORG

New York public media company WNET.ORG is a pioneering provider of television and web content. The parent of THIRTEEN, WLIW21 and Creative News Group, WNET.ORG brings such acclaimed broadcast series and websites as Need To Know, Nature, Great Performances, American Masters, Charlie Rose, Secrets of the Dead, Religion & Ethics Newsweekly, Visions, Consuelo Mack Wealth Track, Miffy and Friends, Angelina Ballerina: The Next Steps and Cyberchase to national and international audiences. Through its wide range of channels and platforms, WNET.ORG serves the entire New York City metro area with unique local productions, broadcasts and innovative educational and cultural projects. In all that it does, WNET.ORG pursues a single, overarching goal – to create media experiences of lasting significance for New York, America and the world. For more information, visit www.wnet.org.

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