



Artist: Kay Martin
Release: KMJ
Date of Release: Jan 2003
UPC: 59057 93662
Suggested Retail Price: \$10.00

Category: Jazz/ Adult Contemp/ Latin Smooth/Brazilian

Kay Martin

For artist Kay Martin, the true purpose of music is to reach the heart of a person, to *get with* the listener. Her music is about changing perspectives, about shifting us out of the rut we're lodged in and moving us—even unsettling us—through her music's emotional and visceral pull. Kay likes to think of music as a force of nature. Story, music, and the emotional energy of both merge into life experience through the vocal (and with all the other) instrument (s).

And for Kay, the terrain of music consists of the peaks and plunges triggered by different forms of loving passion or passionate love—and they make life worth living. In her CD *softly*, she recreates for us moments of intensity that are crucial turning points—excited anticipation of love, or dread of loss to come—when pleasure and pain intermingle. For at those moments the fulfillment of what you most desire carries with it the seeds of losing it.

Kay Martin reminds us how music can reawaken these intensities of pleasure and pain, just like in passing through the trial by fire of love and loss we are burned clean, and are at once complete—and ripe for the tender potential of new growth.

Marketing/Promotion

Radio: commercial and non-commercial radio stations in Los Angeles, San Francisco, New York, Riverside, San Jose, and the Monterey Bay; KUSP (Santa Cruz), KJZZ (LA), KKUP (Cupertino), WNYC (New York), KFSR (Fresno).

Retail: Major and independent online chains through downloads as well as CD sales sites and stores.

Tour: Touring targeted markets an estimated 4-6 dates scheduled per month.

Press: *LA Weekly*, *SF Chronicle*, *The Good Times*... regional music magazines.

Marketing: In addition to noted above, street marketing promotion with sample CDs, in-store performances, community events, and festivals.

310-399-1413

<http://www.kaycmartin.com>