

INTERNATIONAL MUSIC LEGEND
SERGIO MENDES
BRINGS HIS SIZZLING RIO SOUND
TO THE GEFFEN PLAYHOUSE

Special Event: Four Performances Only March 10 - 13

LOS ANGELES, January 27, 2011 — International music legend **Sergio Mendes** is bringing his sizzling samba sound to the Geffen Playhouse for a four-day only special concert event from **March 10-13, 2011**. Mendes, along with his full ten-piece band, will be singing and swinging on the Geffen Playhouse stage, filling the theater with the artist's signature mix of bossa nova / samba along with percussion accents and his distinctive pop instrumentation that ultimately came to define Brazilian music for enthusiasts around the world. This special concert, named for his soon-to-be-released album, *Celebration: A Musical Journey*, will celebrate five decades of Mendes' career and will feature old favorites from Mendes' days as a pioneer of bossa nova as well as showcase hits from his most recent GRAMMY nominated album and his music from the new animated movie *Rio*, which will be released by Fox in the spring.

"Looking back on these 50 years, I feel that I have been truly blessed by being able to work with the most talented and generous musicians, singers and, of course, composers, without whose melodies and lyrics I couldn't have done any of it," says Mendes. "This will be my first concert at the Geffen and as I approach my 70th birthday, I love that my career continues to bring new opportunities and experiences."

Tickets for *Celebration: A Musical Journey* are available now and range from \$42 to special VIP tickets packages beginning at \$92. In addition to prime seating in the first two rows, VIP tickets to the event also include special passes to an exclusive Audi Lounge — a nightly private party hosted by Audi, the concert's presenting sponsor, and held on the Geffen Playhouse's exquisite Glorja Kaufman Patio. Audi Lounge guests will enjoy a private reception with complimentary beverages courtesy of Krol Vodka and Malibu Family Wines, as well as be treated to the Audilicious — a one-of-a-kind dessert created to celebrate this one-of-a-kind artist.

One of the most internationally successful Brazilian artists of all time, Sergio Mendes has recorded more than 35 albums, several of which went gold or platinum, and is a three-time GRAMMY Award winner. From the mid 1960s to the late 70s, Mendes established his legendary status by taking numerous albums and singles to the top of the charts, including "The Look of Love," "Mas Que Nada" and "Brasil 66," which marked the first time that a song sung entirely in Portuguese reached the top five on the Billboard magazine pop chart in the US.

Mendes' innovation and versatility has enabled him to collaborate with a wide a range of artists ranging from Frank Sinatra (with whom he did two tours in '67 and '80) and Fred Astaire in the 60s and 70s to recent recordings with Justin Timberlake and will.i.am. He has also played twice at the White House, in 1971 and 1982.

In 1992, Mendes was awarded his first GRAMMY in the category of Best World Music for his album *Brasileiro*, and since then Mendes has gone on to be honored with two Latin GRAMMY Awards for Best Brazilian Record, *Timeless* (2006) and *Bom Tempo* (2010), which is also nominated for a GRAMMY Award this year (the ceremony will be held on February 13, 2011).

As a producer, composer, keyboardist and vocalist, Mendes' influence on the music industry has spanned five-decades and continues to evolve through new collaborations and mediums.

SERGIO MENDES – CELEBRATION: A MUSICAL JOURNEY

Thursday, March 10 at 8pm

Friday, March 11 at 8pm

Saturday, March 12 at 8pm

Sunday, March 13 at 7pm

TICKET INFO

On Thursday and Sunday, ticket prices range from **\$42 - \$92** (top price includes access to the VIP Audi Lounge).

On Friday and Saturday, ticket prices range from **\$52 - \$102** (top price includes access to the VIP Audi Lounge).

Tickets are on sale now at the Geffen Playhouse box office, via phone at 310-208-5454 or online at www.geffenplayhouse.com.

ABOUT THE GEFFEN PLAYHOUSE

The Geffen Playhouse has been a hub of the Los Angeles theater scene since opening its doors in 1995. Noted for its intimacy and celebrated for its world-renowned mix of classic and contemporary plays, provocative new works and musicals, the Geffen Playhouse continues to present a body of work that has garnered national recognition. Named in honor of entertainment mogul and philanthropist David Geffen, who made the initial donation to the theater, the company is helmed by Producing Director and President of the Board Gilbert Cates, Artistic Director Randall Arney, Managing Director Ken Novice and Chairman of the Board Frank Mancuso. Proudly associated with UCLA, the Geffen Playhouse welcomes an audience of more than 130,000 each year, and maintains an extensive education and outreach program, designed to engage young people and the community at large in the arts. For more information, please visit geffenplayhouse.com.

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