

# THE FRONT PORCH COUNTRY BAND

**FOR IMMEDIATE RELEASE**

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## Media Release

28 April 2004

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*The band will perform for tens of thousands in China's largest cities.*



*The Front Porch Country Band's music has received over a million listens from around the world, including Asia.*

*The band will play original music from three of its albums..*

## **THE FRONT PORCH COUNTRY BAND BRINGS AMERICANA TO CHINA** *SUSQUEHANNA VALLEY BAND ACCEPTS EXCLUSIVE INVITATION FROM THE US-CHINA FOUNDATION*

BEIJING – You can find country music in the strangest countries these days.

*The Front Porch Country Band* found this out first hand when they were invited by *The US-China Foundation (USCF)* to headline a tour of the biggest cities in The People's Republic of China.

The band leaves for Beijing on May 2. They will complete a whirlwind tour of cities like Beijing, Shanghai, and Ning bo, returning to the U.S. on May 17. Funded by the *China Performing Arts Agency*, the tour is one of the cultural-exchange events organized by the *USCF*.

The last exchange event brought former President Bush to China, even while *The Front Porch Country Band* performed at an event where his son was a speaker.

"I knew that fans were listening to our music from all over the world, but I never would have guessed that would earn us an invitation to China," said bassist and singer Kim "Kimbo" Reichley. "It's a real honor."

The band's rising popularity on worldwide online charts earned them over one million plays from the web. Over one third of these came from Asia and Europe. A big factor in the China booking was their position as the most listened-to country recording artist in the world on the world's largest internet music subscriber system.

"It's exciting to represent American country music to the Chinese people," said Johnny Jolin, lead singer for the band. "Because our music and cultures are so different, I think it's an important step in our relationship as countries."

*The Front Porch Country Band* will perform original music from their latest release, "*Somebody Tonight*," as well as songs from an upcoming album – to be released in late 2004. They will also play a tribute song from "*America Standing Tall – The American Trilogy*," released one week after September 11.

Even now, the *USCF* is in the process of adding bookings, and the band has been asked to extend their stay. Currently, they are scheduled to perform at Chaoyang Park on the evening of May 4, Peking University Century Anniversary Memory Hall on the evening of May 5, and an encore performance in the park on the morning

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of May 6. The tour will continue with a special evening show in Shanghai, followed by a television interview with "Sound of Country," China's top country and western show. The band will then move on to Ning bo, where they will perform on May 15. Chinese television, radio, and print media will cover the tour.

*Country music is popular in China, especially with young people and students..*

There is a good market for country music in China. Many young people and students are fans of the genre, and love songs like "Take Me Home, Country Roads" by John Denver and "Hotel California" by The Eagles.

"Country music is a symbol of U.S. culture. It's very popular in China," said *USCF* spokesperson Carol. "We know The Front Porch Country Band...as a famous country music band with an excellent reputation."

The foundation has promoted the tour, including subway, public relations, and Web promotion. Arrangements followed weeks of discussions between the *USCF* and *USAGENCY*, the band's U.S. record company. The U.S. State Department has approved the tour.

*The USCF recently brought former President Bush to China.*

The *USCF* is a non-profit organization which recently handled arrangements for former President George H. W. Bush to visit China. Its facilitates exchange in such areas as politics, economics, finance, law, education, culture, media, science and technology. The foundation was established in the U.S. in 1992.

The six-member Pennsylvania band is being hailed as one of "American country's hottest new guitar bands," renowned for their versatility, musicianship and mastery of multiple instruments. The band's musical style has been compared in the press to "...*the sounds of John Michael Montgomery...*"

*Members of the band reside in Pennsylvania's Susquehanna Valley.*

All six band members make their homes in the rolling green valleys of Pennsylvania's Susquehanna River region, in the remote center of the state. The band will be led by founding members by Johnny Jolin, on lead vocals and guitar (Hughesville) and Kim Reichley, on lead vocals and bass (Lewisburg).

The band was scheduled to tour China one year ago, when the worldwide outbreak of SARS forced them to change their plans.

For more information, readers may visit the band's official worldwide website: <http://www.frontporchcountryband.com>.