



public relations
new york

**TRAILER MUSIC LIVE, A SENSATIONAL NEW MULTI-MEDIA EXPERIENCE,
CELEBRATES THE ART OF MUSIC IN MOVIE TRAILERS
WITH DEBUT LIVE EVENTS AT THE KREMLIN IN MOSCOW
AND NYU SKIRBALL CENTER IN NEW YORK CITY**

New York, NY, January 24, 2011 – In a span of three minutes or more, the movie trailer, with its rich, graphic, and compelling narrative and sumptuous music, is the ultimate calling card, created to excite viewers and compel them to return to theatres and see films.

With more than 100 musicians and vocalists, TRAILER MUSIC LIVE has created a new epic, multi-media concert experience that mixes Hollywood movie footage with a LIVE orchestral performance of trailer music. Most importantly, the music used for trailers, which is not part of the actual film and does not exist on the movie soundtrack, is given a vibrant life of its own in these concerts.

On February 19th, TRAILER MUSIC LIVE will make its New York debut with a performance at New York University's Skirball Center for the Performing Arts, featuring the New York City Master Chorale, members of the NYU Symphony Orchestra and featuring the legendary trailer music composers Immediate Music (*Avatar, Harry Potter, The Lord of the Rings, Toy Story 3, Pirates of the Caribbean: Dead Man's Chest, Iron Man, Spider-Man, The Chronicles of Narnia*, among others).

Following this performance, on April 17th, the show will move to Moscow where it will take over the largest concert hall in Russia, the 6,000 seat State Kremlin Palace Concert Hall. In association with the Russian State TV and Radio Music Center, with contributions from the US Embassy in Russia, the concert will feature performances by the Grand Choir "Masters of Choral Singing", Artistic Director Lev Kontorovich, and conducted by Aleksandr Klevitsky, Artistic Director and Chief Conductor of The Yuri Silantiev Grand Concert Orchestra.

"With all the new technology that exists in our society, the movie trailer has also evolved immensely over the years, and has become a surprisingly exciting art form," says Award-Winning Composer Yoav Goren, Co-Founder of Immediate Music. "TRAILER MUSIC LIVE has brought a new dimension to the classical concert by combining movie trailers with an innovative musical experience that has been embraced by diverse audiences that go far beyond the passionate film buff."

"We are thrilled to be bringing this tremendous concert experience, combining both vivid Hollywood film images and thrilling music, to the most prestigious concert hall in Russia," said Irina Gerasimova, CEO and Artistic Director of the Russian State TV and Radio Music Centre. "Russia is a growing film market and our audiences have a sincere appreciation for the art of symphonic music—this concert is the ideal combination of both."

Featured TRAILER MUSIC LIVE musicians include Composer and Pianist, Yoav Goren; Drummer Todd Waetzig (*Blue Man Group*); and Bassist, Tate Simms (*Christina Aguilera, Joe Cocker*).

"From the dynamic, kinetic mini-score of the *Spider-Man 2* trailer to the dulcet tones of the preview for *Elizabeth*, TRAILER MUSIC LIVE spotlights the iconic work of some Hollywood's most accomplished trailer composers including Immediate's Yoav Goren, who has made significant contributions to this nascent yet enticing popular musical form." says Kellie Maltagliati, Producer, TRAILER MUSIC LIVE.

About Immediate Music

Launched in 1993 by composers/producers Yoav Goren and Jeffrey Fayman, Immediate Music is widely acknowledged as Hollywood's preeminent producer of original music for high profile, major studio feature film trailers. Recent trailer campaigns featuring Immediate Music include *Avatar, Inception and Harry Potter and the Deathly Hallows*. With placement in more than 2,000 trailers in its history, Immediate Music's compositions are consistently being utilized in marketing campaigns—roughly 70% of the weekly top 10 box office Hollywood movies at any given time. Yoav Goren, recipient of the coveted BMI Composer Award as well as an Emmy award for his work on NBC's "Torino Olympic Games", produces Immediate's highly acclaimed "Trailerhead" CDs, which have pioneered the public distribution of trailer music and has enjoyed worldwide sales success.

For more information on TRAILER MUSIC LIVE and its performances in New York City and Moscow visit www.trailermusiclive.com.

For More Information on the New York City Skirball event

Online: www.skirballcenter.nyu.edu

By Phone: 212.352.3101 or 866.811.4111

In Person: 566 LaGuardia Place, Tuesday-Saturday 12noon-6pm

The Jack H. Skirball Center for the Performing Arts at NYU:

The Skirball Center is the premier venue for the presentation of cultural and performing arts events for NYU and lower Manhattan. The programs of the Skirball Center reflect NYU's mission as an international center of scholarship, defined by excellence and innovation and shaped by an intellectually rich and diverse environment. Since 2003, the 860-seat Center has provided a unique venue for enhancing a sense of community while continuing the Greenwich Village traditions of creativity and artistic discovery with a broad range of compelling performance

events at affordable ticket prices. Led by Executive Producer Jay Oliva (President Emeritus, NYU) and Director Michael Harrington, a natural and vital aspect of the Center's mission is to build young adult audiences for the future of live performance.
www.skirballcenter.nyu.edu

The State Kremlin Palace

Formerly the Palace of Congresses, The State Kremlin Palace is now Moscow's biggest and most prestigious concert hall. The Palace was originally conceived as both a venue for governmental, diplomatic, and Party gatherings, and as a second stage for the Bolshoi. The vast auditorium can seat up to 6,000 people, making it the largest concert hall in Russia. The repertoire is divided between ballet from the Bolshoi, The Kremlin Ballet, and visiting concerts by international artists such as Luciano Pavarotti, Jose Carreras, Ray Charles, Whitney Houston, Tom Jones, Eric Clapton, Elton John and Sting.

The Russian State TV and Radio Music Centre was established in 1996 as a legal successor of the Head Music Department of the All-Union Radio, a unit of the USSR Gosteleradio. The Centre is an umbrella organization for Orpheus Radio station – the only classical music radio station in Russia - and a Concert Management Centre, which includes a number of music bands, engaged in diverse touring and performing activities, including recording exclusive programs for Orpheus Radio.

For Tickets and More Information on the Moscow Presenting Sponsor the Russian State Music Center of Television and Radio Broadcasting visit:

www.muzcentrum.ru/eng

Press Contact (US):

FRANK PR | 646.861.0843

Lina Plath | lina@frankpublicity.com

Clare Anne Darragh | clareanne@frankpublicity.com

###