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FOR IMMEDIATE RELEASE
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Mimbres Region Arts Council Presents Continues Folk Series with Ari Hest Buckhorn Opera House, Friday, November 18, 2011, 7:30 p.m.

Ari Hest has built his career the old fashioned way, doing 150 dates a year for the better part of the last decade. In the past 24 months, he has added Europe into the mix through multiple tours in Ireland, Czech Republic, Germany and Belgium. Film and television have also expanded Ari's fan base. His music has been licensed numerous times to shows such as **Private Practice** and **One Tree Hill**, and he scored the film **Dreamriders**, which won numerous independent film awards, and also featured several of Ari's songs.

Ari's 2010 side project entitled *The Open Sea*, a duo with fellow singer/songwriter Rosi Golan, was also very well received both by fans and in the licensing world. Their work garnered three major television placements in the first six weeks after the release of their EP called *Little Apple*.

Ari has built an impressive track record, releasing three CDs independently before he was invited to sign with Columbia Records. After releasing *The Break-In* on Columbia Records in 2007, he decided it was time to take more creative control over his music and parted ways with his label. Utilizing all the technology available to him, in 2008 he launched his highly successful 52 project, a web based subscription service that found him writing, recording, and releasing a new song every Monday for an entire year. For those keeping track, that's 52 new songs in 52 weeks! *Performing Songwriter* magazine called these songs "high-caliber and heartfelt." At the end of the year, the subscribers were asked to vote for their 12 favorite songs from the project and the ones that got the most votes were then reworked and digitally released in the form of the album *Twelve Mondays* in early 2009. The Washington Post wrote "An urbane folk-rocker with a sonorous baritone, Ari Hest sounds like a man out of time" and said *Twelve Mondays* was "skillful, pretty and straightforward."

52 helped Ari explore different genres and experiment with new instrumentation. And even with 40 unreleased songs under his belt after the release of *Twelve Mondays*, Ari kept on writing and experimenting. The end result, *Sunset Over Hope Street* a slight departure from his previous work. Ari expressed his self-challenging nature by taking his guitar parts and seeing if another lead instrument, like a piano, could take the guitar's place. The album is also awash with a variety of string arrangements and unique percussion parts.

Ari is expected to draw a strong audience and the Mimbres Region Arts Council is pleased to include him in the 2011-12 Folk Series.

The Opera House is located on Main Street in the heart of historic Pinos Altos.

Tickets to the show are \$15 for members and \$20 for non-members.

Tickets are available online at www.mimbresarts.org/event_tickets.html.

The Folk Series is sponsored by Premier sponsor Cissy McAndrew/United Country Mimbres Realty, lodging sponsor Holiday Inn Express-Silver City, and radio sponsor Silver City Radio.

For more information, visit www.mimbresarts.org, call 575-538-2505 or stop into the MRAC office located on the south side of the Wells Fargo Bank Building, 1201 N. Pope St., Silver City.

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