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PRESS RELEASE

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STAR SEARCH WINNER SINGS FOR SILICON VALLEY PHILANTHROPY

*“... (Vickie Natale) is teaching the whole world what heart is,
what talent is, what glory is in a singer!” – Ben Stein, judge, “Star Search” 2003*

Two non-profit groups – Heart of Silicon Valley (HOSV) and Community School of Music and Arts (CSMA) – are teaming up with CBS-TV’s 2003 “Star Search” winner Vickie Natalie to produce a one-of-a-kind Silicon Valley benefit concert for music education on Sunday, October 19, 2 pm. The 22-year-old R&B singing phenomenon from Brooklyn will make her Bay Area debut on the beautiful grounds of a private home in Atherton. This special garden venue will be the stage from which a few hundred audience members will hear Natale belt out many of the same songs that earned her a \$1 million Sony Music recording contract. As “Star Search’s” winner in the adult vocal category and winner of the show’s adult singer Battle of Champions, Natale also took home \$200,000 in prize money.

Event producer HOSV represents the ingenuity of Silicon Valley. Founded in 2002 by a group of young entrepreneurs wanting to combine their considerable networking power and business acumen with their passion for music, philanthropy and community service, their concept has already produced stunning results. HOSV’s unique method of presenting local and national artists in high-quality concerts at intimate venues, usually private Peninsula homes, has generated more than \$70,000 for local charities. CSMA’s project to build its first permanent home in its 35-year history and Silicon Valley’s first-ever *Center for Music and Arts Education* will be the recipient of proceeds raised at the Vickie Natale concert. “By making the trip from New York and generously lending her considerable star power to HOSV and CSMA, we hope the October 19th concert will help CSMA to meet a Kresge Challenge grant to complete our capital campaign and raise \$2.1 million by January 2004,” said CSMA executive director Angela McConnell. The 25,000 square foot, \$11.5 million state-of-the-art *Center*, located at San Antonio Circle in Mountain View, is currently 80% complete. -- more --

Natale has been singing since age four and composing since age 12. She holds a degree from the Mannes College of Music and teaches at a New York middle school for the gifted and talented.

Like CSMA's commitment of "Arts for All," Natale has dedicated herself to instilling a love of music in others through education. In addition to the Sunday benefit concert, Natale will present a special program to students (grades 3-5) who receive CSMA's *Music in Action* program at Slater School, a Mountain View elementary school. At this special CSMA school program, Natale will share her talents, describe her life as a performer and discuss how music can help us through our everyday lives. She will also take students through a mini voice lesson. "I've been inspired and helped along my way and I want to give some of that back by helping other young people," said Natale. "I feel blessed to be able to do what I love – sing."

Prior to her "Star Search" victory, she had won numerous competitions, including ones at New York's legendary Apollo Theater. In the aftermath of 9/11, Natale performed close to ground zero before an audience of 5,000, noting that she "felt honored to use my voice to help people heal."

At the October 19th concert in addition to performing songs from her CBS victory -- including "Chain of Fools," "Saving All My Love for You," "I'm Going Down," and others -- Natale will sing original material, musical standards and pop tunes. Her musical stylings are infused with R&B and pop, although funk, jazz and blues also flow naturally from her voice.

"Vickie is an unbelievable singer who has a voice that speaks to people young and old," said Jeff Pollock, co-founder of HOSV. "She has worked extremely hard and overcome considerable obstacles, including not having resources as a child to take music lessons. Vickie plans to share her personal story with the audience, answer questions, and demonstrate why music is important to us all."

CSMA, the largest non-profit provider of arts education in the region, currently reaches 25,000 people of all ages annually through: arts-in-the-schools programs (*Arts in Action, Music in Action*); private lessons, classes and camps; free concerts, exhibits and community outreach events; and a generous financial aid program. For information about CSMA and its capital campaign to build Silicon Valley's first *Center for Music and Arts Education*, see www.arts4all.org or call 650-961-0342.

In keeping with CSMA's commitment to accessibility and "Arts for All" and HOSV's desire to have music bring community-minded people together with worthy causes, reduced-priced tickets will be available to encourage children and families to attend.

Tickets will be available for \$35/general seating, \$65/priority seating (includes 2 drinks & autographed photo), and \$125/premier seating (includes 2 drinks & limited edition live recording). In

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addition, a limited number of tickets for students ages 10-17 (accompanied by a paying adult) will be available for \$20/bleacher seating. A portion of the ticket price is tax-deductible as allowed by law. The

event includes hors d'oeuvres and a no-host bar. Attendees should dress appropriately for the outdoor venue.

HOSV will be encouraging attendees not only to purchase a one-time ticket for this event, but to become a supporter and member of their non-profit organization at one of three levels (Silver/\$40; Gold/\$75; Platinum/\$150). Each level carries significant benefits, including ticket discounts, preferred seating and special event commemorative gifts, such as a CD for the Natale concert. HOSV also offers corporations sponsorship opportunities providing both significant marketing and philanthropic benefits.

Limited seating is available for the October 19th concert and is offered on a first-come, first-serve basis. To purchase tickets and for all concert information (including seating options, location and directions), see www.hosv.org or call 650-856-8041.

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Calendar Listing

• Benefit Concert

INFO: Evy Schiffman, Marketing & Communications Director
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Yvonne Wolters, Heart of Silicon Valley
650-856-8041, ywolters@earthlink.net

WHO: Heart of Silicon Valley (HOSV) & Community School of Music and Arts (CSMA)

WHAT: **Benefit Concert with R&B Singer Vickie Natale**
2003 CBS-TV "Star Search" Grand Prize Winner

WHEN: Sunday, October 19, 2003, 2 pm

WHERE: Private Home in Atherton. Outdoor Performance. (Dress appropriately.)

COST: Adults: \$35/general seating; \$65/priority seating (includes autographed photo);
\$125/premier seating (includes complementary beverages, limited edition live recording).
Students: (Ages 10-17, with paying adult): \$20 per ticket/bleacher seating.
Tickets include hors d'oeuvres and no-host bar unless otherwise noted.
(Note: All seating is limited and is available on a first-come, first-served basis.)

INFO: See www.hosv.org or call 650-856-8041
