

Choral Club of San Diego

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FOR IMMEDIATE RELEASE:

Choral Club of San Diego Unveils New Brand Identity, Music Director

San Diego, July 17, 2014—

Choral Club of San Diego unveiled its new sassy brand, exemplified in their tagline: Stylish | Sophisticated | Fun. The new brand identity further differentiates Choral Club from the several other area choral groups. Choral Club of San Diego is unique among area choral groups for its combination of upbeat style and focus on mid-century and contemporary popular music.

Choral Club of San Diego shows include music in styles from American Pop Standards to Broadway to Rock, R&B, Doo Wop, Gospel, Jazz and more. The Choral Club repertoire will now routinely feature songs by such names as Carole King, Burt Bacharach, Irving Berlin, Cole Porter, Neil Diamond, Simon and Garfunkle, The Beatles and the Beach Boys, to name only a few.

In order to fully support its new brand, Choral Club has hired Kevin Cavanaugh as its interim Music Director. Kevin Cavanaugh will serve as interim Music Director through July 2015 while Choral Club of San Diego conducts a nationwide search for a permanent Music Director.

Kevin Cavanaugh is an accomplished pianist and singer with experience across a broad range of popular contemporary and traditional music. In addition to serving as accompanist to Choral Club of San Diego, he also serves as accompanist for the Ramona Methodist Church Choir. His retro lounge act, "Blue Velvet," was featured on the premiere episode of NBC's "America's Got Talent" in June 2006, after catching producer Simon Cowell's eye. Kevin Cavanaugh has been entertaining in Southern California since 1997.

Choral Club of San Diego performs at area retirement homes, clubs and community venues throughout San Diego County during its spring and fall/holiday performance seasons. Choral Club's largest public performance will be its semi-annual End of Season Concert at Liberty Hall Theatre at Paradise Village on December 20, 2014.

To book a performance or for more information, please contact booking@choralclubofsd.org or call 619.929.0892. To view this press release online, visit choralclubofsd.org/press/.

Choral Club of San Diego operates San Diego County's oldest continuously-running women's choral ensemble. Choral Club presents performances of 20th century standards and popular music during its spring and holiday concert seasons at venues throughout San Diego County. Choral Club's mission is to promote choral music in and around San Diego County, to support promising young vocal students with scholarship awards, and to enrich the lives of San Diego Seniors and those who love great music.

The San Diego Choral Club is a registered IRC 501(c)(3) California public benefit corporation.

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