



National Press Kit

Mystic Holiday Project

©2005 by Christopher Nielsen

www.christophernielsen.com

www.mysticholiday.com

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www.sayitright.com



About the Mystic Holiday Album

The album is a collection of 11 beautiful new age jazz compositions performed with passion and soul. Chris Nielsen's 60 minutes of unique musical poetry and fluid improvisation style allow his music to inspire visualization and imagination. These rich compositions are embellished with nature soundscapes and flow from one piano interlude to another seamlessly, setting the tone for a mood of comfort and relaxation with passionate expression.

What listeners and critics are saying:

About the The Music:

“A tasteful blend of music and media...

”A poetic adventure in music media and imagination...

”Chris's music breathes with soul and conviction...

”This collection is filled with inspiration and honest passion...

...warm and touching. Chris's music is a perfect match for the visual arts...

...sensual fire and compassion ring through the overtones of his improvisational style...

.. fluid and expressive. I found it relaxing yet uplifting...”

Submitted to the artist's web blog:

Hi Chris - Anjan loaned me your CD while he is out of town and I started listening to it on the way home and then Jimmy and I listened to some more of it later in the evening. We both love it! I knew you were a talented pianist from hearing you at the Awards Banquet several years ago, but this blew me away. Nothing can positively affect my mind and soul like music and your compositions brought me joy. A plaque that I saw in a magazine puts it best - "Music is God's way of allowing us to pray without words." I am not "religious", but I am very spiritual and your music touches that part of me. I'm going to buy a copy for my parents, who aren't musicians, but certainly appreciate it and contributed to my love for good music.

Let me know when you record another one!

Sheri

Mystic Holiday Credits:

All songs written and performed by: **Christopher Nielsen**

Mystic Holiday was recorded September 3rd, October 28th and 29th, 2004 at Minnesota Public Radio Studio M.

Session Engineer:

Craig Thorson

Mix and Mastering at Gold Post Audio in St. Paul

Mix and Mastering Engineer:

Ezra Gold

Sound design and FX by: Christopher Nielsen and Ezra Gold

Print graphic design and layout by: **Geoff Jones**

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Download this release and press kit with high resolution images at:

<http://www.christophernielsen.com/pressKit.htm>

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<http://www.sayitrightmedia.com/Solutions/PRESS/PressArchives/tabid/105/Default.aspx>

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About the Artist

Chris began his career as a drummer and percussionist winning talent contests and scholarships at an early age. He went on to tour and perform with many of the finest regional and National musicians, such as Babby Doo Caston, Mojo Buford, Otis Day, Sanford Moore, Dennis Spears, Reginal Bukner, Connie Evingson, Ginger Comodor, Chris Lomheim, Geoff Jones, Curtis Marlatt, Wayne McFarlane, Adi Yashia, Tom West, Wayne McFarlane, Adi Yashia, Tom West, JD Steel and others.... Along with jazz artists and blues bands, Chris established himself as one of the Twin Cities best musical theatre percussionists. He played with Mixed Blood Theater Group and Troup America for extended runs of original and national theatrical productions. His credits include a long list of national tours, television programs, recordings, soundtracks and theatrical productions. His work embraces performing, composing and arranging for contributive works, including a Grammy nominated production in 1998 with the Sounds of Blackness (Produced by: Jimmy Jam and Terry Lewis and Music direction by: Gary Hines)

Over the span of his more than 25 year career as an entertainer, musician and producer he has been an ambitious composer of, lyrical songs and multimedia productions. As the leader and primary composer for the “Lowertown Jazz Ensemble” of more than 12 years, he had the privilege to work with many great musicians promoting the art of Jazz in a unique way, with unique creative partners. Much of his improvisational phrasing took form through working as an accompanist for some of the finest jazz pianists on the world.

After more than 10 years as a studio musician and composer for commercial video, radio and media soundtrack productions, he began a solo piano career performing community concerts, restaurants, social clubs and working as an accompanist for dance studios. It was when he mixed his passionate live performances with his skills as a producer in the award winning television series “Live from the Neighborhood” that he found notoriety. After a brief sabbatical to relocate in the East (Boston Area) to start a family and new chapter in life as an interactive media developer, he is back presenting some great new music and artistic creations that blend flavors of expression from this transition.

-----FOR IMMEDIATE RELEASE-----

RELEASE DATE: 9/2/2005

MARKETS: ST. Paul, MN. Music, Entertainment, Local News, Internet & Technology

498 words

TITLES:

St. Paul Artist to host global debut during "Art Crawl"
Internet revolution defines the new music business today

Minnesotan launches Art Crawl CD release party and album debut via web cast.
...get this party started!

RELEASE SUBJECT:

Nationally acclaimed St. Paul Artist returns to debut Mystic Holiday CD at Art Crawl with a global web-cast and interactive website to expand his audience.

ST. Paul, MN - St.Paul's famous Art Crawl event is host to a favorite son's debut album release. Thanks to the internet, what could have been a local album "release party" has turned into a spectacular global effort.

Jazz-Blues-Rock pianist/percussionist **Christopher Nielsen has launched an ambitious multimedia project** that includes his debut **smooth jazz piano** CD, interactive website, and live webcast slotted for the evening of his debut. Building on years of music and performance production, as well as professional experience in his multi-media production environment, Chris has delivered a cutting edge technology solution to audio-visual delivery of his art.

Unlike most "release parties," the Mystic Holiday event package is a unique attempt to touch an audience on multiple levels simultaneously, while promoting the artist outside a local market. The Mystic Holiday release party will be held **October 15th at 213 East 4th Street at the French Press Jazz Café during the Art Crawl festivities in Lowertown.**

The simultaneous webcast of the live performance produced by www.netbriefings.com on October 15th between 6-8pm (CST) will allow viewers from around the world to experience the magic and imagination found when they take a "Mystic Holiday". Viewers need simply log in to www.christophernielsen.com and follow the links to the web cast.

The album is a collection of 11 beautiful new age jazz compositions performed with passion and soul. Chris Nielsen's 60 minutes of unique musical poetry and fluid improvisation style allow his music to inspire visualization and imagination. These rich compositions are embellished with natural soundscapes, and flow from one piano interlude to another seamlessly, setting the tone for a mood of comfort and relaxation with passionate expression. On the web at www.christophernielsen.com, the music is reflected beautifully against of a backdrop of Chris' multimedia art, photography and poetry in a "virtual world" where listeners can chat, collaborate, play games, and relax.

Translating a new age music album into an online experience meant tapping new technologies and cutting edge software development. "The interactive media worlds that I have been creating as part of my commercial and visual arts work seemed like a natural fit. We need ways to spin our minds in a different direction.

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Sanford Moore, Dennis Spears, Reginal Bukner, Connie Evingson, Ginger Comodor, Chris Lomheim, Geoff Jones, Curtis Marlatt, Wayne McFarlane, Adi Yashia, Tom West, JD Steel and others.... Along with jazz artists and blues bands, Chris established himself as one of the Twin Cities best musical theatre percussionists. He played with Mixed Blood Theater Group and Troup America for extended runs of original and national theatrical productions. His credits include a long list of national tours, television programs, recordings, soundtracks and theatrical productions. His work embraces performing, composing and arranging for contributive works, including **a Grammy nominated production in 1998** with the Sounds of Blackness (Produced by: Jimmy Jam and Terry Lewis and Music direction by: Gary Hines)

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-----FOR IMMEDIATE RELEASE-----

RELEASE DATE: 9/2/2005

MARKETS: Internet news, technology news, media news, music industry news

450 words

TITLES:

St. Paul Artist to host global debut during "Art Crawl"

Coming to a computer near you... Minnesotan launches national debut via web cast.

RELEASE SUBJECT:

Internet revolution defines the new music business today; How one local artist is reaching the globe to promote his music, art, and uniquely interactive web presence

ST. Paul, MN - What could have been a local album "release party" has turned into a spectacular global effort over the web. Jazz-Blues-Rock pianist/percussionist **Christopher Nielsen has launched an ambitious multimedia project** that includes his debut CD, interactive website, and live webcast slotted for the evening of his debut.

The national debut of the Mystic Holiday CD and Christophernielsen.com will be a cutting edge experience for performer and audience. Along with a traditional "release" party and performance, Chris will be simulcasting his "coming out" all over the world via the webcast, . Creative technology tuning makes it possible for guests of the webcast to enjoy the music, the show, the site and follow-up contact with the artist and project, all in one fell swoop.

Unlike most "release parties," the Mystic Holiday event package is a unique attempt to touch an audience on multiple levels simultaneously, while promoting the artist outside a local market. The physical Mystic Holiday release party will be held **during the Art Crawl festivities in Lowertown. The webcast of the live performance produced by www.netbriefings.com will happen October 15th between 6-8pm (CST)** Viewers need simply log in to www.christophernielsen.com and follow the links to the web cast.

The album is a collection of 11 beautiful new age jazz compositions performed with passion and soul. On the web at www.christophernielsen.com, the music is reflected beautifully against of a backdrop of Chris's multimedia art, photography and poetry in a "virtual world" where listeners can chat, collaborate, play games, and relax.

Translating a new age music album into an online experience meant tapping new technologies and cutting edge software development. "The interactive media worlds that I have been creating as part of my commercial and visual arts work seemed like a natural fit. We need ways to spin our minds in a different direction.

Chris began his career as a drummer and percussionist winning talent contests and scholarships at an early age. He went on to tour and perform with many of the finest regional and National musicians, such as Babby Doo Caston, Mojo Buford, Otis Day, Sanford Moore, Dennis Spears, Reginal Bukner, Connie Evingson, Ginger Comodor, Chris Lomheim, Geoff Jones, Curtis Marlatt, Wayne McFarlane, Adi Yashia, Tom West, JD Steel and others.... Along with jazz artists and blues bands, Chris established himself as one of the Twin Cities best musical theatre percussionists. He played with Mixed Blood Theater Group and Troup America for extended runs of original and national theatrical productions. His credits include a long list of national tours, television programs, recordings, soundtracks and

theatrical productions. His work embraces performing, composing and arranging for contributive works, including a **Grammy nominated production in 1998** with the Sounds of Blackness (Produced by: Jimmy Jam and Terry Lewis and Music direction by: Gary Hines)

Building on years of music and performance production, as well as professional experience in his multi-media production environment, Chris has delivered a cutting edge technology solution to audio-visual delivery of his art.

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RELEASE DATE: 9/2/2005

MARKETS: LOCAL ST. Paul, MN. Music, Entertainment, Local News

265 words

TITLES:

St. Paul Artist announces debut during Art Crawl

RELEASE SUBJECT:

Nationally acclaimed St. Paul Artist returns to debut Mystic Holiday CD at Art Crawl with a global web-cast and interactive website to expand his audience.

ST. Paul, MN - Local artist Jazz-Blues-Rock pianist/percussionist Christopher Nielsen is pleased to announce the upcoming debut of his **smooth jazz piano** CD, Mystic Holiday

The Mystic Holiday CD release party will be held October 15th at 213 East 4th Street at the French Press Jazz Café during the Art Crawl festivities in Lowertown.

A simultaneous webcast of the live performance produced by www.netbriefings.com on October 15th between 6-8pm (CST) will be presented. Viewers need simply log in to www.christophernielsen.com and follow the links to the web cast.

The album is a collection of 11 new age jazz compositions highlighting Chris Nielsen's 60 minutes of unique musical poetry and fluid improvisation style. These rich compositions are embellished with natural soundscapes, and flow from one piano interlude to another seamlessly, setting the tone for a mood of comfort and relaxation with passionate expression.

On the web at www.christophernielsen.com, the music is reflected beautifully against of a backdrop of Chris' multimedia art,

photography and poetry in a "virtual world" where listeners can chat, collaborate, play games, and relax.

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RELEASE DATE: 9/2/2005

TITLE:

Take a Mystic Holiday - Music, art, and the web evolve into the perfect holiday; everyday.

RELEASE SUBJECT: Feature Article – Christopher Nielsen debuts Mystic Holiday CD and interactive web environment with simultaneous global web-cast

by J. Andrade, Jr.

St. Paul, MN - Confess! It's happened to all us... searching through the radio clutter we inadvertently lock on to that Sunday morning smooth jazz and pause there. We sigh, relax, and go about our morning in a more beautiful frame of mind. Later, when our friends are stopping by, we find that background mood music is less distracting and universally appreciated. Instead of competing with our conversations, a new age music album makes a haven of your home. Background music has evolved from elevator muzak into a sophisticated audio backdrop for our lives, easing the stress and letting our minds find their natural creative flow.

Now, that same effect can be had just turning on your computer.

The Mystic Holiday CD, newly released by Minnesota music artist, Christopher Nielsen, not only graces the atmosphere of your home and work space, but your web-space too. Against the flurry of web action on-line, Mystic Holiday; the Web Site, is a refreshing respite. And it's fun, too!

Chris began his career as a drummer and percussionist winning talent contests and scholarships at an early age. He went on to tour and perform with many of the finest regional and National musicians, such as Babby Doo Caston, Mojo Buford, Otis Day, Sanford Moore, Dennis Spears, Reginal Bukner, Connie Evingson, Ginger Comodor, Chris Lomheim, Geoff

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After years of playing with national and top regional talent in the Minneapolis-St.Paul area, Chris is debuting both his new album and an "environment" reflective of his art and music. Building on years of music and performance production, as well as professional experience in his multi-media production environment, Chris has delivered a cutting edge technology solution to audio-visual delivery of his art. Call it a mental massage.

Inspiration flourishes in Chris's feverish energy. Tying him down to deliver the beautiful assemblies of tones and licks on Mystic Holiday required a working environment promoting relaxation and focus. The Mystic Holiday webspace is a natural evolution

"Given the fast pace of life it is often hard to relax and connect with your inner self. When I performed these songs, I found a great sense of inner peace. I wanted to inspire imagination, daydreaming and reflection in a timeless musical space."

The album is a collection of 11 beautiful new age jazz compositions performed with passion and soul. Chris Nielsen's 60 minutes of unique musical poetry and fluid improvisation style allow his music to inspire visualization and imagination. These rich compositions are embellished with nature soundscapes and flow from one piano interlude to another seamlessly, setting the tone for a mood of comfort and relaxation with passionate expression.

Translating a new age music album into an online experience meant tapping new technologies and cutting edge software development. "The interactive media worlds that I have been creating as part of my commercial and visual arts work seemed like a natural fit. We all need ways to spin our minds in a different direction.

Mysticholiday.com does just that. Whether you want to just listen to Chris's talent while you work (if you can avoid the all the fun and toys to be had there), or use the site for video chat and on-line collaboration, the "webpace" can provide hours of enjoyment. The many layers of multi-media scenes, creative tools, poetry and ways you can unleash your own creativity make for mini-world to explore.

True to form, even the October 15, national debut of Mystic Holiday and mysticholiday.com will be a cutting edge experience for performer and audience. Along with a traditional "release" party and performance, Chris will be simulcasting his "coming out" all over the world via webcast, . Creative technology tuning makes it possible for guests of the webcast to enjoy the music, the show, the site and follow-up contact with the artist and project, all in one fell swoop. Don't miss this unique event, even if you just want to see a great example of the evolution of media in new millennium. As the event approaches specific details and announcements will be found at:

www.mysticholiday.com. If you're in town that night, you can experience this unique presentation of art and music from Christopher Nielsen at the French Press Jazz Café on October 15, 6-8pm in historic Lowertown St. Paul.

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