



TruArt Records

FOR IMMEDIATE RELEASE  
September 7, 2004

CONTACT: Susan Genie  
Tel: (818) 240-6029 Fax: (818) 507-9507  
us@truartrecords.com TruArtRecords.com

## TRUART RECORDS LAUNCHES NEW RELEASE, *CARAVANS*

P.O. Box 5513

TruArt Records' founder, Armen Chakmakian announces the release of the indie's second album, *Caravans*, a 12-track production of instrumental music, with a street date of September 7. Chakmakian's original piano and synth compositions meld with contemporary jazz and world influences creating a fresh sound that will appeal to fans of world, jazz and new age genres.

Glendale, CA 91221

Armen's signature keyboard stylings developed during his years with the GRAMMY® Award-winning band, Shadowfax are the featured instrumentation on the recording "This collection of songs is an expansion of the musical vibe I created in *Ceremonies*, our debut release which celebrated the rituals we experience in our different cultures." says the artist. "*Caravans* is more about the journey inward to the deepest part of ourselves, and the growth that inevitably follows this search. But it's not always so quiet inside of me, which made for a more dynamic album."

U.S.A.

A stellar line-up of all-star musicians contributed to the production including Doug Lunn, who has performed with Mark Isham, Sting and Peter Buffet on electric bass; Andy Abad, a band mate from Shadowfax who has played with Marc Anthony and Bonnie Raitt, on acoustic and electric guitars; John Bilezikjian, who has accompanied Leonard Cohen, Ofra Haza and Placido Domingo, on oud and violin; Andre Harutyunyan on percussion; and Martin Flores on drum set and percussion.

Tel: 818.240.6029

TruArt's initial release, *Ceremonies*, debuted at #1 on radio in its genre, and received airplay on more than 600 stations. Two tracks, *Gypsy Rain* and *Distant Lands* were featured on the *Buddha-Bar* series (*I & IV*), and have sold collectively more than 700,000 units.

Fax: 818.507.9507

Kathy Monahan of KDM Promotions kicks off the on-air radio campaign for *Caravans* in late August. Greg Steffen from National Music Marketing is conducting a nationwide retail marketing campaign. Distributed by Burnside Distribution Corp., *Caravans*, will be available at fine record and book stores nationwide including online retailers. Pre-orders are available on CDbaby.com.

us@truartrecords.com

For more information, contact TruArt Records at 818.240.6029

####

To download a copy of this text and all press materials, please visit our web site.

TruArtRecords.com