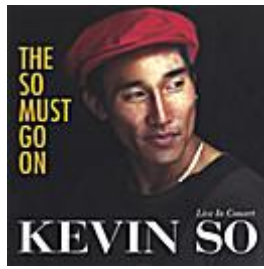


## Mp3 Kevin So - The So Must Go On



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Also available on ITUNES ... Kevin So - LIVE IN CONCERT Finally Captured on CD... the perfect blend of R&B and Folk/Acoustic. 22 MP3 Songs POP: with Live-band Production, URBAN/R&B: R&B Pop Crossover Details: "An original talent and tremendous performer" -BILLY BRAGG "Kevin So is beginning to do for young Asian-Americans what Woody Guthrie did for Dust Bowl refugees and Bob Dylan for the '60s generation. Carving his songs from sweet r&b, hot rock, hip-hop, and folk-pop, he presents his life and times in brash strokes of insight, wit, and empathy, all underscored by a deeply felt pride in being both Asian and American." -Scott Alarik, The Boston Globe Fans all over the world have caught on to So's lyrical truths and his knack for engaging people through his music, intense storytelling, and foot stomping performances. "Not many entertainers have the depth of storytelling and musical writing So has - and the voice to bring it all out" -Walter Skiba, Northwest Indiana Times "You're the one" -KEB' MO' In person and on disc, Kevin So delivers songs that are by turns riotous, tender, and red hot, and he does it with humor and a sweet sincerity. A likeable newcomer just a few years ago, Kevin is quickly growing into one of the most exciting and powerful singer/songwriters on the national scene. This new release works on every level - memorable songs, striking vocals, and outstanding instrumentation. Kevin hits every mood - haunting acoustic ballads ("Cool Drink Of H2O"), hard-hitting blues and pop ("I Had A Dream", "Hot Tub"), and joyous traveling music ("Krista"). Kevin So's love of people shines through everything he does. "Kevin and his band Midnight Snack blew me away! Wow. please, if you get a chance, go to a show of his. Part of what makes him great is my inability to accurately compare him to anyone famous, but just try to imagine a mix of Stevie Wonder, Bruce Springsteen, Ray Charles, Randy Newman, Ani Difranco, and Eddie Van Halen - all in the body of an Asian-American male with cool hair... SO great!" -ARI SCOTT, singer/songwriter living in NYC "Is America ready for a Chinese-American pop star ?" -The

Boston Globe June 11,1990

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