

Look at YOU! You did it!!

You made an effort. Somehow you found out this concert was happening, just like all the other folks that found out. They said, "Oh!" Then let it die. But you?! You didn't stop there.

You kept going. You found out where to buy a ticket, when to buy a ticket. And then... You did it! You called World Records or you came to World Records. And you did it! You bought a ticket! You joined a big group made up of people you don't know, who also bought tickets.

You agreed to someone else's schedule, and you agreed to one day journey to the Bakersfield College Outdoor Theater – a place most people have never been.

Then you waited. You kept the evening clear. You told other choices – "No. Sorry. I'm busy that night." Others wondered why you chose to not do the traditional Bakersfield thing – stay home. But you didn't buckle.

And look at you! You did it! You overcame so much! We're all so proud of you – you Bakersfield person you.

You have made it to the intersection of Art and Community. That intersection is called a Concert.

In the concert world, Bakersfield is known as a very risky concert town. YOU are the exception. A very rare exception. Some of you know this. And you not only got yourself here, you got others to come. You know how good tonight is for our community. You know that community takes effort. And that a community that has ART – has LIFE.

Tonight, because of our collective YES, we get to enjoy a concert featuring foundational artists, right here in front of us, right here in our town. How many of the moments of our lives have been made better because of their music? How many moments were made better because we were listening to artists on A&M Records – because it was a label steered by an artist dedicated to the importance of art?

This night, with these artists, our Bakersfield community can move forward in the most fun way, and with a terrific groove!

WORLD RECORDS
presents An Evening With



Herb Alpert *and* Lani Hall

Thursday · May 24 · 2018
Bakersfield College Outdoor Theater



Herb Alpert

Born in East Los Angeles, he grew up in a house filled with music. At age eight, he picked out a trumpet in a music appreciation class in elementary school. He played dances in high school and joined the army after graduation. Upon discharge he attended college and played in the school band.

He pursued acting, had some success as a songwriter, and eventually began recording songs. Wanting more creative freedom, he and a friend started an independent record label in 1962 in a Hollywood garage – A&M Records. The first release was a single and an album titled “The Lonely Bull.” He was 29 years old.

His musical accomplishments include five No. 1 albums and 28 albums total on the Billboard Album chart, nine Grammy Awards, fourteen platinum albums, fifteen gold albums, over 72 million records sold worldwide, and a member of the Rock and Roll Hall of Fame. He is the only recording artist to have a #1 hit as a vocalist, as well as a #1 hit as an instrumentalist. He is the only artist to have 5 albums in the Billboard Top 20 at the same time.

A&M Records went on to sign a wide array of artists including Burt Bacharach, Sérgio Mendes & Brasil '66, The Carpenters, The Flying Burrito Brothers, Quincy Jones, Wes Montgomery, Joan Baez, Billy Preston, Cat Stevens, Joe Cocker, Procol Harum, Humble Pie, Free, Carole King, Cheech & Chong, Nazareth, The Tubes, Styx, Supertramp, Chuck Mangione, Peter Frampton, Janet Jackson, The Police, The Go-Go's, Bryan Adams, and Oingo Boingo.

He is recognized for his decades as an expressionist painter and sculptor, with works shown in galleries around the U.S. and Europe. He has received a Tony Award as a Broadway producer. The president bestowed on him The National Medal of Arts in 2013.



Lani Hall

At age 21 she left her Chicago home and set out as lead vocalist for Sergio Mendes' group, Brazil '66, recording and touring the world for 5 years. She has the distinction of recording 22 albums in three different languages. She sang the title song for the James Bond film, Never Say Never Again. Her 1986 solo album won a Grammy. She picked up her second Grammy as producer for Herb Alpert's 2013 Grammy winning album, Steppin' Out.

In the early 1980's, she started writing in short story form. Her debut book, Emotional Memoirs & Short Stories, compiles 10 short stories from 30 years of writing short fiction and true stories from her life, with the city of Chicago as the backdrop.

Philanthropy

The Herb Alpert Foundation, under the direction of Herb Alpert and Lani Hall, has contributed over \$130 million for art and music education, including the Herb Alpert School of Music, at both UCLA and CalArts, as well as substantial assistance for the Harlem School of the Arts, and Los Angeles City College.

“...the importance of the arts in our society – the arts define who we are. Boy, we can't lose that. That's what this country is all about. This country was formed by creative people, innovative people, and we need to make sure today's artists survive, and are able to do what they have to do to identify us.

I had an opportunity when I was eight years old, and I feel like all kids need to rub elbows with something creative at a real early age. It's a win-win situation. Because if they paint, sculpt, play an instrument, poetry, acting, it doesn't really matter as long as they can get some creative juices out. They can start feeling good about themselves and they might be able to appreciate their own uniqueness. Then, maybe, they might be able to appreciate the uniqueness in others. I think we need a lot more of that.” - Herb Alpert radio interview, May 15, 2018 on KVPR