

# FOR IMMEDIATE RELEASE

## INDEPENDENT CLASSICAL CROSS-OVER ARTIST, MICHEAL CASTALDO GARNERS THREE No. 1 HITS ON AMAZON.COM WITH HIS LATEST SINGLE "PRAY'R"

NEW YORK, NY - August 1, 2011 - Last week on Wednesday, July 27, MICHEAL CASTALDO, the Italian CAN-AM independent classical cross-over artist, hit the #1 position with PRAY'R on the Amazon.com MP3 Classical Songs chart. Not only did Micheal grab the top single slot, he nudged out long-lived chart-toppers like Andrea Bocelli, Sara Brightman, Neil Diamond and Bette Midler. CASTALDO'S avid fan-base began a solid push working social media sites, emails and telephone chains to propel CASTALDO upward, climbing the charts and not stopping until the single hit #1. The writing was on the wall going into last week's grassroots marketing push as CASTALDO already had hit the #1 positions in two of Amazon.com's charts: Top Rated Classical Song and Hot New Releases in Classical.

"This is a very exciting time to have a #1 single on the charts. Nothing comes close to building a songwriter's and artist's confidence than when their song is resonating with listeners. It was hard work to make this happen, however now I feel that the true hard work begins to keep the song on the charts. This would have been unheard of to do, five years ago. With social media, if worked properly and authentically, indie artists have a strong chance at developing 'a story' prior to approaching mainstream radio, more then ever before," states CASTALDO.

Written and produced by CASTALDO and his longtime collaborator, the Norwegian composer/producer Stein B. Svendsen, "Pray'r" deftly blends pop and opera, Italian and English, grace and emotional force, to form an unforgettable listening experience. "When Stein and I wrote this song, we felt in our bones that there was something magical about it," CASTALDO says. "As we worked to perfect 'Pray'r', we were inspired by the history of great artists like Andrea Bocelli and Jose Feliciano who combined Italian and English in songs that appealed to people worldwide. The response we're getting to 'Pray'r' confirms that there is a special, poetic spirit set free in this multilingual love song."

CASTALDO is garnering critic press as well, "the suave voice of tenor MICHEAL CASTALDO singing...sending chills to the listeners" from L'Esperienza Magazine. Although the lyrics are in Italian with the choruses in English, it is a unique blend intertwining the romance of one with the poetry of the other making a match of sending a "devotional message of love." PRAY'R is an instant classic and what Kenneth Hieber calls "a masterpiece!" PRAY'R is exactly that – a delicate, incredible prayer; add the majesty of Micheal's voice, a powerful orchestral arrangement, and mighty choral strength, and once again, Castaldo does it."

... "Pray'r" has enjoyed a very fast rise since being officially released on July 12th, 2011, securing the top position in just 15 days... [SonicScoop.com](http://SonicScoop.com)

... "powerful and cultural, yet blatantly catchy and poppy"... [TheCelebrityCafe.com](http://TheCelebrityCafe.com)

... "OH YOU ARE KIDDING ME ..... Micheal - this is SENSATIONAL! WOW - I am sitting here speechless" ... [One Voice From Africa](http://OneVoiceFromAfrica.com)

... "this is a universal love song that can connect with everyone's deep emotion of personal attachment and for longing to be with their loved ones"... [L'Esperienza Magazine](http://L'EsperienzaMagazine.com)

PRAY'R has been enjoying solid support by over 40+ Italian Programming radio stations in the USA, Canada, Italy, Australia and Argentina. A very solid push to A/C Radio with an official add date of September 20th is just weeks away. The largest Italian programmed radio station in North America 'CHIN' in Toronto, Canada loves PRAY'R and has committed to programming the song in heavy rotation.

The 2nd digi-single 'Il Mondo' will be serviced to Italian radio and the press on September 2nd. It will be available on Amazon and iTunes.com on October 11<sup>th</sup>. This all lays the ground work for CASTALDO'S NEW '2' CD box set entitled "Extravergine" and "Olive You" dropping on November 22, 2011 on Amazon.com and brick 'n mortar-mail order stores such as E. Rossi & Co In New York City's Little Italy. In Toronto, Canada the CD's will be available at Teatro Verde, Pauline Books & Media and Ital Records (St. Clair & Woodbridge locations). There will be 500 limited edition physical CD box sets available at Micheal CASTALDO'S September 10<sup>th</sup> concert at the Queen Elizabeth Theater in Toronto, Canada.

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For Additional Information please contact....Vital Records [877-642-7271](tel:877-642-7271) or [VitalRecords@nyc.rr.com](mailto:VitalRecords@nyc.rr.com)

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