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FOR IMMEDIATE RELEASE

## ***Vital Records Releases New CD Entitled... GIOIA <sup>2</sup>***

New York – Vital Records announces the release of their Double CD Set, “**Gioia <sup>2</sup>**.” The CD features international musicians and artists collectively known as *Lives Of A Cell* whose unique music of Neuvo Flamenco, Zydeco rhythms, is an amazing blend of R&B harmonies, exotic world sounds and pop melodies, intricately combined with masterful lyrical imagery. The Idea of mixing musical genres brings with it images of cultures in harmony.

Perhaps now more than ever, contemporary musicians are questioning what constitutes the essence of their own stylistic approach, and its place within increasingly complex artistic, commercial and cultural contexts. “I think the difference between watered-down, appropriated ethnic music and brilliant new syntheses just has to do with honesty,” offers michéal CASTALDO, Cell’s songwriter and producer. **Gioia <sup>2</sup>** includes 28 vibrant, dynamic and melodically infectious tracks that are meant to tickle the listener’s ears with a fresh, upbeat style – a ‘make you feel good’ combination of musical genres that are seldom heard in today’s market. The CD comes at a time when people throughout the world will be searching for solace during the September 11th anniversary; many will turn to music to lift their spirits. The timely release of **Gioia <sup>2</sup>** (pronounced Joy –Ah!) an Italian noun that refers to the expression for joy will fulfill this ambition. “The vibe of **Gioia <sup>2</sup>** is designed to captivate the essence of the soul and of happiness” stated michéal CASTALDO, a Canadian who’s been residing in New York City for the past 15 years, who created the album concept.

The breakout–remake track on the CD was chosen when CASTALDO first heard the ubiquitously known Andrea Bocelli classic piece, “Con Te Partiro.” The song was part of a compilation cassette from the 1995 SanRemo Festival. CASTALDO found it infectious, continually playing and replaying a song,

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which, in his own words, “transported [him] to the days of another era, a time filled with romance and nostalgia.” He decided to add the song to his repertoire and soon found a “buzz” was spreading throughout the music industry as he performed it at events worldwide. Inspired by the phenomenal success of the Gypsy Kings, CASTALDO went into the studio with Argentinean Flamenco Guitarist Hernan Romero and have created one of the most innovative takes on a pop-classical piece in recent pop music history. Test-marketing the CASTALDO version of “Con Te Partiro” received exceptionally positive response in Europe, positioning “Con Te Partiro” to become an international hit.

The follow-up single titled “Rio” features six-time *Grammy*® Award winner Jose Feliciano on both vocals and guitar. “Rio,” composed by michéal CASTALDO and Keith Edwards created a “buzz” in the music industry as a result of the musical styles which Rio incorporated. The song appears on **Gioia**<sup>2</sup> as a Lo-Fi Nuevo Flamenco remix produced by CASTALDO (who shares vocals and plays Didgeridoo on the track).

*Lives of a Cell* has achieved significant success, garnering a world wide audience and having sold more than 10,000 copies of their debut CD/Cassette-EP, “Only Human,” which charted and had major rotation on Top 40 stations around the country.

**Gioia**<sup>2</sup> **WILL BE AVAILABLE ONLINE AND IN RECORD STORES IN THE FALL 2002**

***RELEASE DATE = October 29, 2002***

Vital Records, is an independent, artist formed and run label. Vital Records’ goal is to become a major presence in the arena of developing and breaking new recording artists in world music.

For further information about the **Gioia**<sup>2</sup> CD (VR 2013) , *Lives of a Cell* and Vital Records please contact us at 631-367-8599 or visit us on the web at [www.livesofacell.com](http://www.livesofacell.com)

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