

## Pavlo To Showcase Music And Region

A unique partnership that will assist in raising funds for the fight against Batten Disease, while also promoting the Essex region, was announced last Thursday at Mastronardi Estate Winery.

Internationally acclaimed guitarist Pavlo will record "Pavlo's Mediterranean Nights" Worldwide Television Special at the Ford Community and Performing Arts Center in Dearborn, Michigan on January 25. Pavlo will perform twenty compositions with his 16-piece band orchestra. Tickets are on sale at [www.pavlo.net](http://www.pavlo.net), sponsored by the American Hellenic Congress and presented by Attila Glatz and Veras Communications. A sold out crowd is anticipated for this live taping and guests are encouraged to order their tickets early.

"It's an artist's dream to have a one-and-a-half hour special," said Pavlo. "It's sort of a coming out party on national television. This is the opportunity that I have been working for and that my fans have wanted - the chance to present this unique sound to a broad



*Greek-Canadian recording artist Pavlo will record a live performance at the Ford Center in Dearborn later this month. The show will serve as a fundraiser for the fight against Batten Disease, as well as a promotional tool for the region. Pictured, Pavlo (right) is joined by Producer and Director George Veras in announcing the show at Mastronardi Estate Winery.*

*Photo & story by Steve I'Anson*

audience. There is nothing more inspirational for a musician than to have his music appreciated and by having Detroit Public Television endorse this television program, it tells me that my music now has a real chance to be appreciated," says Pavlo, who has

sold over half a million albums worldwide under the genre "Mediterranean Music".

Pavlo has released seven albums to date, including two gold records in Canada, as well as a Juno nomination, and has won Favourite World Artist of the Year at

the Canadian Independent Music Awards. In addition to the public television, Pavlo is announcing his 90-city tour.

The performance will then be broadcast on PBS on March 8, with the potential

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for reruns prior to June 7. Following the broadcast, donors who support PBS will have an opportunity to win tickets for the third annual "Toast To Dionysus" depending on their pledge amount. This event will take place on June 7, 2008 at Mastronardi Estate Winery, and will feature the talents of Pavlo.

Mastronardi Estate Winery proprietor Eadie Mastronardi is expecting roughly 800 people in attendance on June 7. Proceeds from "Toast To Dionysus" will go towards the fight against Batten Disease, a rare affliction that claimed the life of Eadie's daughter Brittany in 2002.

This is a first for DPTV and for this region's wineries part of promoting tourism and wineries in the Lake Erie North Shore region. At the press conference, there was a wine tasting, as Pavlo proudly introduced his Meritage - Signature Reserve, produced by Mastronardi Estate Winery.

As well as an important fundraiser, the event is also an opportunity to showcase

what Essex County has to offer. Eadie highlighted the region's booming wine industry as one of the many Essex-Windsor attractions.

County Warden Nelson Santos, who was in attendance for the announcement, commented, "It's an excellent opportunity to have an internationally recognized talent present his music in promotion of the wine industry here on Lake Erie's North Shore."