

Pavlo brings worldwide recognition to local winery

By DEANNA GETTY
of Leamington Post

Music and wine seem to be the perfect combination for Pavlo and Mastronardi Estate Winery. And now that partnership will include a new Pavlo-inspired wine and a world-wide televised special event. The event will also promote the third consecutive Mastronardi Estate Winery "Toast to Dionysus" on Saturday, June 7.

At a press conference held at the winery on Jan. 3, Greek-Canadian recording artist, Pavlo along with director George Veras, winery owner Eadie Mastronardi and wine maker Lyse LeBlanc, it was announced the worldwide television special, "Pavlo's Mediterranean Nights" is set to be performed on Jan. 25 at the Ford Community and Performing Arts Center in Dearborn, Michigan. The conference also included the uncorking of the first bottles of Meritage, a signature reserve produced by Mastronardi for Pavlo.

On hand for the ceremonies was Kingsville Mayor Nelson Santos and MPP Bruce Crozier, who both commented on the attention the winery and

Pavlo are bringing to this area and Essex County's wines.

LeBlanc said the wine was a combination of Palvo's taste-testing and trusting his pallet and her blending of several Mastronardi wines together.

"It's been a fun process all along," she said.

"The flavors are quite complex...It is a long-finished well balanced wine."

Pavlo said the partnership with the winery and "things coming together naturally."

"I think this area is one of Canada's hidden gems," he said.

He said he has always enjoyed a glass of wine and music and the partnership, with the Mastronardi's just seems to go hand and hand.

"It is an absolute pleasure to work with great people. It makes everything worth it," he said.

He said the show that will be presented on the television special will in fact be the same show he will perform at the winery event in June.

It will include 20 compositions with his 16-piece band along with dancers. He also plans to include an unrecorded song for the audience to hear. The song

"BriAnjë" was inspired by the Mastronardi's daughter Brittany Mastronardi, who died from a rare disease at the age 11.

She brought them so much joy in such as such period of time, he says, and was touched by the way people talk about her and the way she is remembered.

"This song is dedicated to a little girl with a great message."

"As a writer and composer, I am continually driven and inspired by my passions and my emotions. I don't over analyze or think too hard about an idea, I simply take my guitar and let my fingers turn my emotion into music. In essence, my music has become my language: I never go seeking for the song; I believe the song finds me. This was the case with this most recent inspiration, and I believe it is meant to be shared."

Tickets for the television show are on sale at www.pavlo.net for \$50 and \$35, sponsored by the American Hellenic Congress and presented by Attila Glatz and Veras Communications.

Detroit Public Television will premiere the television special in March 2008 and then the show will air nationally on public television in June 2008.

Diane Bliss, Vice President Fundraising Program Development, says Pavlo brings a new and special sound to the guitar with his original compositions. He is not only a virtuoso player, but his international orchestra with instruments from the bouzouki to the cajon produce a wonderful sound that we think public television audiences will love."

"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 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".

For the June 7 event at the winery Detroit Public Television will promote it during their March pledge drive when they are airing "Pavlo's Mediterranean Nights". 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.

Tickets will be available soon at the winery, according to Eadie

Mastronardi, and this year they are anticipating a crowd of about 800 people.

Guitarist, Pavlo, has released seven albums to date, including two gold records in Canada, as well as a Juno nomination, and has won Favorite World Artist of the Year at the Canadian Independent Music Awards. In addition to the public television, Pavlo is working on a 90 city tour.

For more information visit www.pavlo.net or Mastronardi Winery Estate at www.mastronardiwines.com.



Wine maker Lyse LeBlanc, Mastronardi Estate Winery owners Tony and Eadie Mastronardi and Pavlo enjoy a glass of the new Pavlo's signature reserve, Meritage. (Leamington Post photo)