



Northwest Programs for the Arts

4714 Ballard Ave. NW #160 Seattle, WA 98107
(206) 632-4545 www.northwestarts.org info@northwestarts.org

FOR IMMEDIATE RELEASE

Attention: Features, Music, Arts, Entertainment.

South African band *Karma* joins 2004 Seattle Music Fest at Alki Beach

SEATTLE, WA — 12 JULY 2004 — Northwest Programs for the Arts is proud to welcome the South African band *Karma* to the 2004 Seattle Music Fest at Alki Beach. *Karma*, arguably the most popular live act in their country, will appear on the evening of **Sunday 15th August**, the third day of the free, all-ages annual music festival on Alki Beach in West Seattle.

Since her arrival on the music scene in 1995 under the moniker *Henry Ate*, Karma has enjoyed unparalleled success in her native South Africa. Two consecutive singles from her debut album reached numbers #1 and #2 in the radio charts. Her second album, "One Day Soon" earned her not only four top ten hits but the award for 'Pop Album of the Year' at the SAMA awards (the South African equivalent of the Grammy) and appearances on the covers of many of South Africa's most prestigious national magazines, including *People*, *Elle* and *Cosmo*, as well as London's *TNT* magazine.

After releasing her third album, "Torn and Tattered", in 2000, Karma toured the continent with *Skunk Anansie* and *Garbage*. Internationally, Karma has played in London, Miami, New York and Los Angeles. The Seattle Music Fest at Alki Beach will be Karma's first show in Seattle.

The Seattle Music Fest is produced for the community by the Northwest Programs for the Arts (NPA), a non-profit organization offering unique support to emerging Northwest bands. The festival is primarily run by volunteers, with a small staff and community support. Proceeds benefit NPA's Northwest Music Fund, a unique artist development program for current music styles. More information on the fund is available on the festival web site (www.seattlemusicfest.org) or by calling NPA on (206) 632-4545.

Note to Editors: *Karma* will be available for press interviews and media appearances in and around Seattle from Wednesday 11th August. Press CDs and broadcast-quality video are available immediately from NPA. High resolution images are available from www.northwestarts.org/seattlemusicfest/press.htm.

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Seattle Music Fest at Alki Beach

(August 13, 14, and 15 2004)

Quick Fact-sheet

Event Title: Seattle Music Fest at Alki Beach

Location: On the beach in the main business district of Alki Beach, across from Spuds, near the bathhouse at 59th Ave SW & Alki Beach Way. See www.northwestarts.org/smf/directions.htm for directions.

Cost: Free: pay-what-you-can donations to the Northwest Music Fund encouraged.

Ages: All ages.

Produced by: Northwest Programs for the Arts

Press Contact: Mark Hankinson
press@northwestarts.org
(206) 632-4545 (office)
(253) 740-8603 (cell)

Public Contact: www.seattlemusicfest.org or call the hotline (866) 208-6293.

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Karma

Quick Fact-sheet

Members: Karma-Ann Swanepoel

Christiaan Wood

Stephen Calderalo

Jason Lang

Music Genre: Acoustic pop alternative.

Discography: *Slap in the Face* (1996, as "Henry Ate")

- "Just", South African #1 (May 1997)
- "Just", voted "Best Song of All Time" by listeners of Radio 5 FM (2001)
- "Hey Mister", South African #2 (September 1997)

One Day Soon (1998)

- Four songs in Top Ten.
- Winner "Best Pop Album" at SAMA Awards (South African equivalent of the Grammy)

Torn and Tattered (2000)

- Nominated "Album of the Year" at SAMA Awards (South African equivalent of the Grammy)

Please direct all press enquiries for the Seattle area to:

Mark Hankinson, press@northwestarts.org, (206) 632-4545.

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