

SOUL POP UNIVERSITY



2010 - 2011 ACADEMIC YEAR

Welcome to Soul Pop University

Who We Are

Founded in 2009 under the maxim “knowledge is power,” Soul Pop University is a wholly owned subsidiary of Arbitrage Records whose mission it is to reconnect art, culture, and entrepreneurship with schools and communities across the country and around the world. Artists sponsored by Soul Pop University are not only revered for their musical superiority, but are also extolled for their academic, professional, and civic accomplishments - making them **role models** for our leaders of tomorrow.

What We Do

Soul Pop U sponsors outstanding artists, sending them into the community to introduce young people not only to the entertainment industry, but also to inspire them to achieve their full potential. We do this through school assemblies or community presentations which combine live performances as well as fireside chats with audience members. These interactive presentations incorporate performance, Q&A, arts education, and motivational speaking. Soul Pop U artists are Ivy-league graduates, accomplished corporate professionals, and are responsible and active civic participants. We are therefore able to offer fresh, educational, inspirational, and new perspectives on what it means to “go for the gold”.

What Is Soul Pop?

Soul Pop is smart mainstream music infused with classic sensibility and virtuosity. Soul Pop University believes in this progressive genre because of its main tenet: **empowerment**.

We look for artists who offer first-class talent and innovative performances, coupled with compelling personal histories. This rare combination makes our artists true examples to follow in their communities, and ambassadors to the world. For Soul Pop U, this is the ultimate, not only in arts education, but also in personal development and achievement.

Soul Pop U believes in the power to be BETTER



Featured Artist: Glenton Davis



EMPOWER YOUR SOUL TO POP!

Glenton Davis presents a moving and inspirational retrospective on his youth and how channeling life's hardships into music helped him become one of the most accomplished Soul Pop U sponsored artists to date. Davis is a *cum laude* graduate of the prestigious **Taft School** in Watertown, Connecticut, and a graduate of **Yale University** with a bachelor's degree in Economics. Immediately following, he went to Wall Street where he spent over two years working as the financial analyst to the **Chief Investment Officer of J.P. Morgan Global Asset & Wealth Management**, responsible for over \$600 billion in discretionary assets. His hard work and talent at the financial titan earned him a place in **Fortune Magazine's "Faces of the Future"** a list of Who to Watch among young people in the corporate world. He recently left Wall Street to pursue a full-time career in music, and to promote the release of his upcoming EP *Are You Ready*.

Experience the power of Soul Pop

This year's Soul Pop U sponsored artist is 24-year old singer, songwriter, and pianist Glenton Davis. His freshman EP *soulpoprocks* was released in 2008, and spawned two singles that have achieved critical acclaim across the U.S., Canada, and Germany. The first, "Alone," has been spinning on Internet and terrestrial radio domestically for over one year, going to #1 on

various formats. His second single, "Go Get on the Floor," is currently on heavy rotation throughout the Canadian province of Ontario. The track has become an underground pop hit, recently breaking through the Top 500 tracks in the country. Davis' first project also won him a publishing deal with Munich-based The Globe Art Group, distributed by Sony/BMG. Davis' follow-up, *Are You Ready*, is a refreshing blend of homegrown soul pop and

'90s inspired dance that just feels good. Journalists are already raving about his "incredible tenor range, hitting notes rarely heard from male voices..." The power, range, and beauty of Davis' voice are truly unparalleled. Plus, his high-impact, fun and dynamic live performances promise to make you dance in your seat! Prepare to be moved, excited and inspired by the power of Soul Pop! We invite you to hear it for yourself.



Glenton's sophomore EP "Are You Ready" is due in stores on April 22, 2010. For more information about sales in your school or community, please contact your Soul Pop U representative or visit www.glentonmusic.com

Featured Artist: Michal Towber



Experience the power of Soul Pop

Soul Pop U is proud to feature Israeli born, NYC based, singer, songwriter, and musician Michal Towber. A classically trained pianist, who is equally nimble on the guitar, Towber is an Emmy-winning songwriter with featured songs on television and film, and four albums of original music. She self-produced her first album, *Sky with Stars*, alongside Soul Asylum front-man Dave Pirner. The breakthrough record was

distributed globally by Columbia/Sony. Her song "Broken Boy" appeared on the television series "Dawson's Creek," and her song "My Friend" was featured in a Delia's campaign, and in movie theaters nationwide. Towber's sophomore album *Coma* was featured on the Daytime Television Drama "One Life to Live," and even earned her an Emmy in 2005. The song "Life without Me" was featured in the HBO movie "Kiss the Bride." Towber's third album *Desireless* produced

songs featured on HBO and Lifetime, in a Diet-Coke commercial, and two upcoming movies "Dark Rising" and "Duck Farm No. 13." Her most recent album, *Lifesblood* is currently available on iTunes.

Towber's performances are truly works of art, with soulful piano and rocking guitar songs: a blend she calls "Alternative Torch" music. Prepare to be moved, excited and inspired by the power of Soul Pop! We invite you to hear it for yourself.

EMPOWER YOUR SOUL TO POP!

Michal Towber shares her inspiring history and unique perspectives on music and life, passing to young men and women across the country the motivation and the resources to acquire the skills necessary to "do-it-yourself". Towber does it herself beautifully, even winning an **Emmy Award** for her work as a composer on **ABC Television's "One Life to Live"**. Towber graduated with honors from **Yale University**, with a B.A. in Political Science, She is also a member of the prestigious Political Science Honors Society. Towber has a J.D. from **Columbia Law School**, where she studied Entertainment Law and Intellectual Property/Copyright Law. An **admitted attorney** in New York and New Jersey, Towber has seemingly done it all. To top it off, she recently deferred a position with the pre-eminent New York Law Firm, **Skadden Arps**, in order to promote her fourth, and most recent album, *Lifesblood*.



Michal's fourth studio album "Lifesblood" is currently available on iTunes. For more information about sales in your school or community, please contact your Soul Pop U representative or visit www.michalmusic.com

The Buzz Around Soul Pop U

New York City

The students clearly enjoyed the presentations, as did the teachers. Glenton's music and his willingness to share his own experiences with the students set the stage for an inspiring forty-five minutes. The presentation was professional in every way. His sound engineer was excellent and the program had a good rhythm of talk and play.

I would highly recommend this program to other schools. We felt so lucky to have been a part of this experience!

Elma Reingold

*Assistant Principal, Art & Architecture
Manhattan School of Art & Design*



New York City

Glenton, thank you so much for sharing your songs and your wisdom with our students. Your charismatic energy immediately unfolded and drew our students to you like a magnet. Your life unfolded before them like an onion, layer by layer as you delivered a message of:

- Use your passions to better understand others
- Use your passions to better understand yourself
- Use your passions to lead to a life that is truly your own.

You donated CDs to students who answered questions correctly and kept the interest high and the message short. You were motivational, encouraging and extremely supportive. Students were encouraged to ask questions about the music industry from "How do I get in the studio and lay down a track?" to "How can I make money?"

You have the ability to reach students and point them in a positive direction. It was an AWESOME experience having you and your Director, Julien, visit our students.

On behalf of our Principal, Anthony Cromer, students at August Martin High School and myself, may I extend a most hearty 'thanks' for caring and sharing.

Carryl Cole

*Assistant Principal, Special Education / Culinary Arts Academy
August Martin High School*

Soul Pop U in your community



HOW YOU CAN REACH SOUL POP U

Soul Pop University

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New York, NY 10003 USA

Contact: Jeffrey Germain

Office: (212) 842-8170
Mobile: (203) 444-4090

Email: SoulPopU@gmail.com

For more information on Soul Pop U's partnership with its featured artists, visit them on the web at www.glentonmusic.com and www.michalmusic.com

CONCERT SERIES 2010 - 2011

Each academic year, Soul Pop U embarks on an extensive concert series throughout the United States and Southern Canada. We offer concerts, workshops, and arts education presentations for middle and high school students at their schools and in their communities. The breadth of talent and ability that our artists provide, combined with their diverse repertoire and performance style, allows Soul Pop U to easily tailor its presentations for any and all audiences. Each performance is therefore a truly unique Soul Pop experience.

AROUND THE WORLD

Soul Pop U takes its artists around the world to spread the power of music and arts education. This year we are very excited to travel with Glenton Davis to **France and Germany** in May and June 2011. If you would like Soul Pop U to make a stop in your country along the way, please feel free to contact us for more information. We would love to see how we can best work together to bring the power of Soul Pop to your community.

SUMMER SESSIONS

Soul Pop U is also available to give concerts and presentations at summer school sessions, camps, and community events throughout the summer season. Please contact us for more information.