

# PREMA HARA

Prema Hara's second album, *Tears of Love*, is both a memory and a new exotic taste; a journey through the villages of India and back, to where mantra music blends to meet the western world. At once rhythmic and melodic, grounding, yet uplifting, *Tears of Love* brings new relevance to the age-old devotional chant culture now burgeoning within yoga and ethnic music communities around the world. Keshavacharya's chants are deep and meditative, Kamaniya's, silvery and soothing. Both meld to the smooth beat of the mridanga and tabla drums. The album features master musicians Steve Gorn on bansuri flute and clarinet and Benjy Wertheimer on the traditional Indian esraj, as well as a remix influence from New York City's conscious rap artist Srikala. *Tears of Love* imbibes the energy of a live kirtan concert experience: melodious, energetic and utterly infectious.

Since their last release, *Sweet Surrender*, Prema Hara has traveled across the country on three tours, quickly gaining recognition as one of the West's most prominent kirtan bands. The band is a regular at distinguished kirtan music venues on both coasts, including Jivamukti Yoga (NYC) and Bhakti Yoga Shala (LA), as well as at heavily attended music festivals such as Bhakti Fest and World Peace & Yoga Jubilee.

## SALES / MARKETING

- Coast to coast tour booked to support the album.
- Online marketing campaigns targeting Facebook, mantra music scene sites and podcasts.
- Large presence, especially within the yoga music community, with over 100 performances in 25 states across the USA last year.
- Guest performances by world musicians Benjy Wertheimer on esraj, Steve Gorn on bansuri flute and clarinet and Bada Haridas on piano.
- LA Yoga Magazine called *Sweet Surrender* "one of the top kirtan collections of 2010."
- Popular kirtan radio show Full Lotus Kirtan Show ranked *Sweet Surrender* #2 kirtan album of 2010.
- Perfect fit for yoga, spas or meditation centers with numerous yoga teachers currently playing Prema Hara's albums in their classes.
- Album release party planned at the Spring Bhakti Fest, USA's largest gathering of mantra music lovers.

## TOP MARKETS

01. New York, NY 02. Monroe, NY 03. Los Angeles, CA 04. San Diego, CA 05. Charleston, SC 06. St. Louis, MO 07. Washington DC 08. Philadelphia, PA 09. Santa Barbara, CA 10. Asheville, NC



## TRACK LISTING

01. Prayers of Gratitude
02. Bajarangi Hanuman
03. Mahayogi by Srikala
04. Shiva Vibrations feat. Srikala
05. Tears of Love
06. Devakinandana Gopala
07. Seek the Essence (Hare Krishna)
08. Shiva Shavasana

## CONTACT

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Returnable: Yes  
Parental Advisory: No  
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MANTRALOGY