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*SEPTEMBER*, A NEW SUITE OF SONGS BY HARRY SPERO,  
COMMEMORATES THE 10<sup>TH</sup> ANNIVERSARY OF 9/11

Concept Album Released by Razor & Tie Records Evokes Raw  
Emotions of the Tragedy

Band to Perform at Jones Beach Theater on  
September 4 and in NYC on September 8

New York, NY, August 11, 2011 . . . The upcoming 10<sup>th</sup> anniversary of 9/11 is commemorated on *September*, a new rock/pop concept album by the prolific songwriter Harry Spero and his band the September Project. The CD, set for release by Razor & Tie Records on August 30, 2011, captures the New York-based songwriter's emotional reaction to the tragedy, and examines life and the world we lived in before 9/11 and since. Proceeds from sales of *September* will be donated to MyGoodDeed ([www.911day.org](http://www.911day.org)) and Tuesday's Children ([www.tuesdayschildren.org](http://www.tuesdayschildren.org)), two 9/11-related nonprofit organizations.

The band will perform the album live at Jones Beach Theater on Long Island, NY, on Sunday evening, September 4, at The Living Room in New York City on Thursday, September 8, and at other venues.

Spero, an advertising executive who has written more than 1,000 songs and dozens of commercial jingles, wrote five of the 10 songs on *September*, including the first single, "Let Freedom Ring," within one month of the attacks. "Let Freedom Ring," says Spero, "describes our close knit community of family and friends, and our determination to get our lives back to the way they were before the Trade Center tragedy." The album's planned second single, "Union Square," along with three other songs, "are first blush observations of the new world we were facing after 9/11."

"As it did for many, the events of September 11, 2001, had a profound impact on me and changed my life forever," said Spero, who has recorded and released four CDs in his music career. "I have lived and worked in Manhattan for almost 40 years, and have seen

an awful lot, for better or worse. But nothing has ever affected me as viscerally as 9/11. As an artist and patriotic American, I felt compelled to share those emotions in song.”

The five songs Spero wrote immediately after the attacks are complemented on *September* by five other songs from his catalogue that together formed the concept album. “Harry and his band have recorded a singularly exceptional album that at once returns us to the raw emotions we all felt after the attacks and illustrates and raises questions about our lives in the years since,” said Cliff Chenfeld, co-founder of Razor & Tie Records. “A lot of music crosses my desk, and I don’t know any other album quite like this one.”

The album closes with “This Life We Choose,” an acknowledgement, says Spero, “that 10 years after 9/11, many of us still have questions about who we are, and how we might achieve happiness through reinvention of our lives.”

The 10 songs on *September* feature lead vocals by nine different band members, including Spero, evoking the diversity of emotions and stories surfaced in the lyrics. “The Enemy Within” is sung by Shannon Conley, who is also the lead singer of the popular all-girl Led Zeppelin cover band Lez Zeppelin.

### **Performance Dates Scheduled**

Harry Spero and the September Project will perform songs from *September* at numerous venues in the New York metropolitan area over the next several months. At The Side Stage at Jones Beach Theater, the band will play on Sunday, September 4, in advance of the Stevie Nicks concert. The band will also appear at The Living Room in New York City on September 8. Additional dates to be announced.

Spero previously released “The Tools of Ignorance,” recorded by his band Harry Spero and His Fabulous Friends, in 2010; and with his band Loaded, “Trophy Wives” (2000) and “Old Rockers” (2006).

Upon release, *September* will be available on iTunes and all major online music outlets, as well as in traditional music retail stores. For more information about *September* and to hear songs from the CD, visit [www.harryspero.com](http://www.harryspero.com). To place advance orders for the CD, write to [info@harryspero.com](mailto:info@harryspero.com).

### **About Harry Spero**

Harry Spero, president of Spero Media, is a songwriter, musician, band leader and advertising executive based in Manhattan. His career cuts across an eclectic mix of high profile positions in the media, advertising and music industries. Early in his career Spero was a songwriter for the publishing company of rock impresario Don Kirshner. Later, he was a vice president at Midland International Records, developing the recording careers of John Travolta, Melanie, Silver Convention and other artists. In 1981, under the pseudo name “Chatsworth and Burt,” Spero and his then-song writing partner and hip-hop pioneer John Robie wrote, “Preppie Rap,” where they were among the first white rappers.

As vice president of advertising for the retailer Crazy Eddie, Spero wrote and produced thousands of TV and radio commercials that “drove people INSANE!,” as the retailer became one of the best known brand names in the world. As head of marketing for WFAN-AM in New York, Spero helped develop the first all-sports radio station in the United States. For the last 16 years, Spero has led Spero Media, an advertising agency with clients such as the New York Mets, New York Jets, Miami Dolphins, WWE, Major League Soccer, the U.S. (Tennis) Open, The Discover Orange Bowl, Broadway musicals such as “A Chorus Line” and “The Color Purple,” the National Basketball Association and many others. For more information, visit [www.harryspero.com](http://www.harryspero.com)..

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