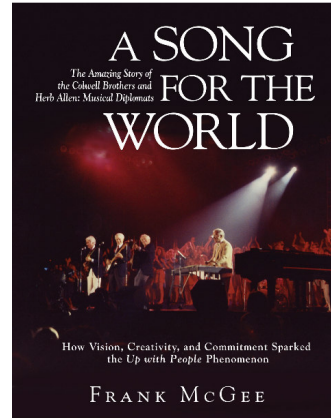


FOR IMMEDIATE RELEASE:

CONTACT:

John Ruffin
Many Roads Publishing
(805) 898-3677
(805) 898-3679 - FAX
e-mail: john@manyroadspublishing.com
Website: www.uwpsocalalumni.com



Musical Creators of *Up with People* Come Home to Pasadena with *A Song for the World*
Pasadena Playhouse - Feb. 24, 2007

Pasadena, Calif., February 1, 2007 – The four musical geniuses behind the creation of the **Up with People**, the international music and educational program, are coming back to Pasadena and LA to promote their new book, *A Song for the World*, at the Pasadena Playhouse, Saturday, Feb. 24th. **The Colwell Brothers and Herb Allen** will offer just one public performance in LA as the first stop on a 2007 tour in promotion of their book. There will be a book signing from 3 to 4:30pm and performance from 5 to 7:00 pm featuring many of their original songs from around the world. This event is co-sponsored by the Up with People SoCal Alumni Chapter and Many Roads Publishing. More information is available at www.uwpsocalalumni.com.

Brothers Steve, Paul and Ralph Colwell (singers and string instrumentalists) grew up in San Marino, Calif. They broke into the music world in their teens in Pasadena, where they became regulars on the Tex Williams radio and TV shows. In 1952, they became the youngest group ever to sign with a major label, Columbia Records. They met Herb Allen (keyboard and xylophone) of Seattle in 1953 in Switzerland. Together, the four in 1965 created the format and music for **Up with People**, the second-longest running musical of the 20th century.

A Song for the World chronicles their 50-year saga of artist diplomacy covering 60 countries on six continents. During that time, *The Colwells, Allen, and Up with People* performed for millions, from kings and queens to chieftains in tribal villages. Brilliant lyricists, they wrote songs in 37 different languages and traveled more miles than Elvis and the Beatles combined. Heads of state and diplomats across the globe credited them with having a profoundly positive impact on all that they met.

Apollo 17 Commander Eugene Cernan, the last man on the moon, said, “This story must be heard around the world.” Los Angeles author/actor Tom Sullivan said, “Millions of hearts have been touched by these writers for all times and all seasons.” Further information about the book can be found at www.asongfortheworld.com. Books will be available at the Pasadena performance.

The publisher of *A Song for the World* is Many Roads Publishing, 2069 Las Canoas Rd, Santa Barbara, CA 93105, (805) 898-3677, FAX (805) 898-3679.



- #### -

