

The **POWER**
Milestones in
The Colwell Brothers
and Herb Allen Story **OF**
MUSIC

Few men, and even fewer entertainers, have impacted world events like the Colwell Brothers and Herb Allen. They played to cheering audiences across the globe, from intimate gatherings in the huts of remote villages to rock-star scale crowds at concert halls in great metropolises. They thrilled 90 million television viewers with their groundbreaking *Up with People* halftime spectacular at Super Bowl X.

They met and performed for presidents, kings and prime ministers as well as everyday people in 60 countries on 6 continents. Their songs entertained and challenged listeners to think, to see, to stand and make things better. Or sometimes, their music simply served to put things into perspective and help people laugh.

They made it look easy to write songs on the road, rehearse them on the fly, and sing them in dialects and languages they had barely heard before. They never complained, though it took sacrifice, determination, and, most of all, courage. They literally walked away from their childhoods, comfort, careers and loved ones. They put it all on the line for something they believed: that they could change the world.

A Song for the World is the inside story, an up close and personal view of how they made things happen. It takes the reader around the planet and through half a century of historic, world shaping events that felt their influence.

Through it all, the Colwell Brothers and Herb Allen relentlessly pursued the purpose of humanity. Their dedication and dreams touched the heart of a planet, set it beating to the rhythm of their music, and started its people marching to a greater vision of possibility. Such is the power of their music.

Milestones in The Colwell Brothers and Herb Allen Story

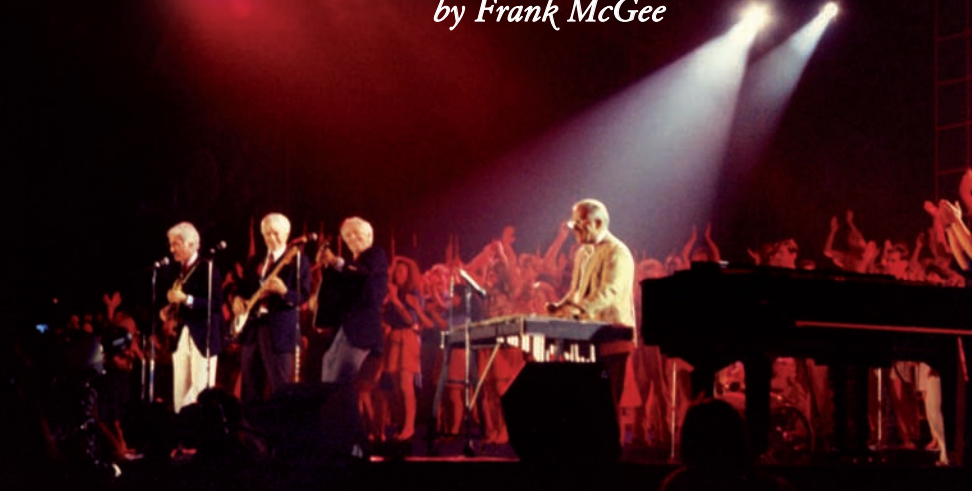
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| 1933 – World's Youngest Drummer – Herb Allen, 3 | 1976 – First Super Bowl Half-time show |
| 1952 – Colwell Teens sign with Columbia | 1976 – Most US cities played in 1 year -- 771 |
| 1953 – Colwells & Allen take on the world | 1978 – First international show to China |
| 1953-65 – Sixty Countries toured | 1986 – Fourth Super Bowl Half-time show |
| 1965 – <i>Up with People</i> created | 1988 – First international show to USSR |
| 1966 – First nationally televised UWP show | 1991 -- Secret Soviet City of Gorky opened up to UWP |
| 1974 – First international show to Eastern Europe | 2007 -- Taking on the World again |

UWP SoCal Alumni Chapter and Many Roads Publishing Present

A SONG FOR THE WORLD

The Amazing Story of
The Colwell Brothers and
Herb Allen: Musical Diplomats

by Frank McGee



How Vision, Creativity, and Commitment Sparked
the *Up With People* Phenomenon

Come and hear the music and story behind 50 years of music diplomacy
covering 60 countries and songs written in 37 languages.

Saturday, February 24, 2007, 5:00pm

Pasadena Playhouse, Pasadena

39 S. El Molino Avenue, Pasadena, CA 91101



This performance will take you on a whirlwind journey in song and story from our beginnings as teenage radio, TV and recording artists through the creation of the *Up With People* show to some of our most popular and significant compositions as show writers, arrangers and directors.

Join us on a world tour through Europe, Africa, Asia, Australia and Latin America as we highlight some of our special memories in various languages and styles of music.

The program will end with one of our best known songs, "Where the Roads Come Together."

Herb, Paul, Ralph and Steve



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Present*

A SONG FOR THE WORLD

*The Amazing Story of
The Colwell Brothers and
Herb Allen: Musical Diplomats*

The Colwell Brothers and Herb Allen **Live Musical Performance & Book Signing**

With

John Ruffin, publisher, Many Roads Publishing, and Master of Ceremonies
Frank McGee, author of *A Song for the World*

Including Special Guests

The UWP SoCal Alumni Cast
with Members of the Blair High School Performance Choir

Mayor Bill Bogaard, City of Pasadena

Program designed by Zan Diener