

ACROSS THE UNIVERSE

The Ultimate Beatles Tribute

2014 Press Kit



ACROSS A THE UNIVERSE

The Ultimate Beatles Tribute
www.acrosstheuniverseband.com

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Questions about this proposal should be addressed to Greg Steiner
Q Station • 3605 SW 22nd Street • Fort Lauderdale, FL 33312
Phone: (954) 321-5361 • Fax: (954) 321-5362

Letter of Introduction

Dear Sir or Madam:

With the recent resurgence of the Beatles music thanks to their 50th anniversary, the re-release of the entire Beatles re-mastered catalog, and the release of the Beatles Rockband video game, now is the perfect time to capitalize on this phenomenon with Across the Universe.

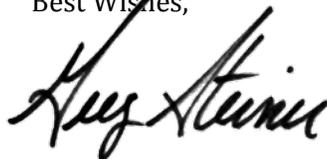
Across the Universe, the band South Florida's Beatles station Magic 102.7 has called "one of the best Beatles tribute bands", includes selections of the Fab Four's music from their early days in Hamburg, Germany through the psychedelic period and beyond, performed as originally recorded and performed by the Beatles themselves.

According to a recent Pew Research poll, 81 percent of respondents liked the Beatles, and only 4% claimed to have never heard of the band. By comparison, current rockers Coldplay only received a 39 percent positive response with 45% of respondents saying they've never heard of the band. (Source: CNN "Still relevant after decades, the Beatles set to rock 9/9/09")

The high recognition and approval rating of the Beatles music has led to a resurgence of "Beatlemania" and a high demand for quality shows that recreate the sound and experience of what it would have been like to see the Fab Four perform live.

If you are interested in learning more, or would like to discuss the possibility of bringing Across the Universe to your venue, please feel free to contact me via email or on my cell phone at any time at (954) 647-4466. If you would like additional information, or would like to listen to sample performances, please visit our web site at www.acrosstheuniverseband.com or follow us on Facebook at www.facebook.com/acrosstheuniverseband.

Best Wishes,



Greg Steiner
Emmy winning Producer
Member, Across the Universe

info@acrosstheuniverseband.com

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The Performers

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Across the Universe is comprised of professional studio and touring musicians who bring the music of The Beatles and their solo careers to life on stage with an accuracy and attention to detail that can only be described as incredible. The show takes listeners on a musical journey through the careers of Lennon, McCartney, Harrison and Starr and includes selections ranging from their early careers in Hamburg, Germany through 1980 and beyond.

Across the Universe is:

Rick Rossano

Electric Guitar, Acoustic Guitar, Vocals

Greg Steiner

Bass, Keyboards, Acoustic Guitar, Vocals

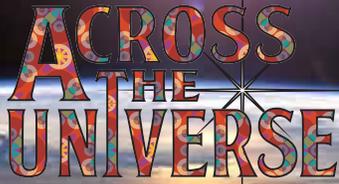
Jason Zabka

Electric Guitar, 12 String Electric Guitar, Harmonica, Vocals

Peter Maerz

Drums, Percussion, Harmonica, Vocals

Occasionally, additional musicians may join the band on stage during sections of the show to reproduce the sound of the original recordings. This allows Across the Universe to perform songs from the Fab Four's catalog that the Beatles themselves never performed live.



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Sample Song List

Across the Universe performs song selections from the entire Beatles catalog, including work from the members individual solo careers. New material is being added continuously. This list may not represent the entire scope of work performed.

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Across the Universe	It Won't Be Long
All My Loving	It's Only Love
And I Love Her	Lady Madonna
And Your Bird Can Sing	Let It Be
Another Girl	Love Me Do
Baby It's You	Lucy in the Sky with Diamonds
Back in the USSR	Maybe I'm Amazed
Ballad of John & Yoko	Money
Birthday	No Reply
Can't Buy Me Love	Norwegian Wood
Come Together	Nowhere Man
Day Tripper	Ob-la-di Ob-la-da
Devil in Her Heart	Paperback Writer
Dizzy Miss Lizzy	Please Mr. Postman
Do You Want to Know a Secret	Please Please Me
Drive My Car	Revolution
Eight Days a Week	Rock and Roll Music
Every Little Thing	Roll Over Beethoven
From Me to You	Run for Your Life
Get Back	Sgt. Pepper's Lonely Hearts Club Band
Hard Days Night	She Loves You
Help!	Taxman
Hey Jude	Tell Me Why
Honey Don't	Thank You Girl
I Call Your Name	The Night Before
I Feel Fine	Things We Said Today
I Need You	Ticket to Ride
I Saw Her Standing There	Till There Was You
I Should've Known Better	Twist and Shout
I Want to Hold Your Hand	We Can Work It Out
I'll Be Back	What You're Doing
I'll Cry Instead	When I Get Home
I'm a Loser	While My Guitar Gently Weeps
I've Got a Feeling	With a Little Help From My Friends
I've Just Seen a Face	Yellow Submarine
If I Fell	You Can't Do That
Imagine	You're Gonna Lose That Girl
In My Life	You've Got to Hide Your Love Away



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ATU Marketing Support

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Promotional Strategies

Across the Universe is committed to helping make your event a success. The band will provide the following promotional support for all performance events:

The event and relevant information (date, time, location) will be displayed on the official ATU website performance calendar, on the band's official Facebook page, and on ATU's Reverb Nation website performance calendar.

The event will be announced using social media such as Facebook and Twitter simultaneously with the addition of the event on our performance calendar.

In the week leading up to the event, Facebook status updates will be used to promote the event to our Facebook followers (www.facebook.com/acrosstheuniverseband) as well as our Twitter followers (@ATUBandTweet)

The event will be promoted to our opt-in email list when the event is first added to our performance schedule, and again during the week prior to the event.

A limited number of promotional posters will be provided for display at the venue prior to the event to increase show awareness among your existing customers.

For public events, Across the Universe will attempt to coordinate with local media to promote the event whenever possible.

During the performance ATU will engage the audience and can, upon request, promote any specials or future events, or MC any special contests or promotions to help further promote the venue.

Many of ATU's followers are repeat and regular patrons of venues where we have performed before. As such, we recommend arranging a recurring performance schedule. This allows for our fans to plan to attend shows at their favorite venues well in advance of the actual performance date.

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Sample Promotional Poster

Free Electronic Press Ready Artwork

A limited number of physical posters without the venue name and date, printed on 8.5 x 11 coated stock may be available for a nominal fee upon request. Design may vary.

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*Experience
the music of*
**THE
BEATLES**
like never before!

**"Across the Universe
presents the most authentic
Beatles experience yet!"**
— Greg Steiner, Emmy™ Winning Sound Engineer

"...one of the best Beatles bands..."
— Majic 102.7 WMJX

BANK ATLANTIC CENTER
FRIDAY — FEBRUARY 18TH, 2011 @ 8:00PM
1 PANTHER PARKWAY, SUNRISE, FLORIDA 33323

FOR MORE INFORMATION VISIT:
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Past Performances

Across the Universe has performed for audiences of all sizes at theaters, amphitheaters, festivals, private functions, pubs, and nightclubs, throughout Florida and beyond. Here is just a sample of some of the venues where ATU has performed:

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Arenas / Theaters / Festivals

Bank Atlantic Center / Florida Panthers Arena
Delray Center for the arts at Old School Square
City of Sunrise Concert Series
Cit of Fort Lauderdale Starlight Concert Series
Fort Lauderdale Great American Beach Party
Pompano Beach Seafood Festival
Lake Worth Heritage Festival
Delray Beach On The Avenue
West Palm Beach Clematis By Night
West Palm Beach Beer Fest
St. Maurice County Fair
Midtown Palm Beach Gardens
City of Coral Springs Concert Series

Nightclubs / Pubs

The Bamboo Room, Lake Worth
The Pub Pembroke, Pembroke Pines
The Irishmen Pub, Boca Raton
World of Beer, Coconut Creek
The Blue Martini, Boca Raton
JB's on the Beach, Deerfield Beach
The Funky Buscuit, Boca Raton
Johnny O'Brien's Irish Pub, Coconut Creek
All That Jazz Cafe, Sunrise

Media and Publicity

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Across The Universe

South Florida's Beatles Cover Band

WRITER MAGGIE GUNTHER

With timeless messages of love and peace, rich harmonies and a diverse palette of instrumentation, it's no surprise that the music of The Beatles is still going strong 50 years after the lads came on the scene.

And with Fort Lauderdale being the home of all things cool, it's no surprise that we have a world-class Beatles cover band in our backyard.

Named after a Beatles song, the band, Across The Universe, formed in 2009 when Greg Steiner, the "Paul McCartney" of the group, placed an ad on Craigslist looking for musicians for a new Beatles project. Original band members, including the group's "Ringo Starr," Peter Maerz, joined at that time. Replacing earlier band members, Jason Zabka, the group's "George Harrison," joined in 2012, and Rick Rossano, "John Lennon," joined this year.

At first playing smaller venues, the band has become a staple at large events, even playing for 20,000 at the BB&T Center. They now are booking more and more private shows and hitting the road. Steiner hopes to one day tour internationally.

"We don't do wigs or costumes and don't try to be look-a-likes," said Steiner. "Instead, we focus on recreating the sound of the original recordings as accurately as possible."

Band members obsess over emulating The Beatles' sounds, from poring over information online, playing vintage and modern instruments and rehearsing for hours. Zabka said, "It is a challenge — our fans have heard the songs so many times, that if even the smallest details are overlooked, they will know." Rossano summed it up simply, "OCD has its benefits."

Each of the members became fans of Beatles music at different times in their lives — Steiner after his parents went to see the Broadway

sional musician and began a second career in radio when he was 40. His current "day job" is programming and operations manager for WLRN (91.3 FM), South Florida's NPR station. He was hooked on Beatles music from the first album he owned, "Sgt. Pepper's Lonely Hearts Club Band." "I almost wore out the vinyl," though his first love was jazz. Another fan of jazz is Zabka, whose day job is teaching music at All That Jazz Cafe and Music Academy in Sunrise.

Steiner, a music producer, has worked in the studio with industry legends including renowned Beatles producer George Martin and Paul McCartney's current drummer, and re-



UPCOMING PERFORMANCE
Saturday, Oct. 5 • 8:30 p.m.
Maxi's Liveup
103 S. US Highway 1,
Jupiter Square Plaza, Jupiter
www.acrosstheuniverseband.com

ceived an Emmy award for outstanding Sound Design in a television series.

With professional musical chops and obsessive attention to detail, Across The Universe has perfected its formula for success, to the delight of South Florida Beatles fans of all ages. ©

Maggie Gunther works in marketing and public relations and is an active member of the Fort Lauderdale community.

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Photo provided by Across The Universe

Media and Publicity

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A&E

TOP 3 CONCERTS OF THE YEAR

[1] The Delray Beach Center for the Arts' **free outdoor Friday night concerts**—also known as the best reason to brave Avenue traffic on a weekend night during season—tickled our auditory canals with a variety of sounds for 17 weeks straight. The best of the bunch was **Across the Universe**, the heavily in-demand Beatles tribute act, which drew a crowd of more than 2,000 fans of all ages last December. If you missed it, you can catch South Florida's own Fab Four interpreting the Beatles' greatest hits on May 31 at Garage VV, the new seafood restaurant in West Palm Beach.



Across the Universe

[2] **Collective Soul**, the major headliner at February's Garlic Festival, likewise did not disappoint. The Georgia-based rock quintet performed tunes from its forthcoming summer release, "See What You Started By Continuing," along with greatest hits from its archive, during a 17-song set that included crowd interactions and sing-alongs.



Collective Soul

[3] And finally, where does a nationally acclaimed duo combining the disparate sounds of hip-hop and classical violin go once it has played for President Obama and the audiences of a Super Bowl? Apparently, the answer is Delray Beach's Plumosa School of the Arts, where the Broward County-bred phenom **Black Violin** performed an unforgettable concert in November. "We believe that we have a responsibility to entertain, educate and inspire everyone, especially the kids, that attend our performances," says Kev Marcus, one-half of Black Violin. "Not everyone has the platform to own a large crowd's attention for 60 minutes. We try to make the most of it by teaching kids to 'think outside the box' and to outwork everyone."



Ken Marcus, left, and Will B of Black Violin



BEST WAY TO DELAY THE START OF THE WORK WEEK

Delray Beach may have lost a couple of movie theaters in 2013, but the city gained a new, and perhaps unlikely, destination for art-house moviedom: **Dada** restaurant, which began projecting four hours of themed movies every Sunday night on its outdoor patio, from 10 p.m. all the way until 2. The programming ranged from the strange and international—German auteur Rainer Werner Fassbinder's 212-minute masterpiece "World on a Wire," whose ideas of a simulated reality predated "The Matrix" by a quarter-century—to double features of American cult hits, like the "Wayne's World" and "This is Spinal Tap" night. They're all free but best enjoyed with one of Dada's signature cocktails.

FASTEST CULTURAL REBIRTH

Speaking of shuttered movie theaters, the old Delray Square Cinema didn't stay closed for long. Last June, the theater abruptly closed, and by this past February it was refurbished, reborn and rechristened as **Delray Square Performance Arts**. Operated by playwright Gary Waldman, who previously ran Atlantic Playhouse in Boynton Beach, the theater promptly opened "The Sounds of Simon," Waldman's musical tribute to Paul Simon, which had enjoyed an extended run in 2013 in Mizner Park. Its another sign that as East Atlantic Avenue continues to thrive and clog, west Delray locations are becoming primed for the taking.