

Putumayo World Music opens new office location in the "Big Easy"

New Orleans, LA, June 15, 2007 -- **Putumayo World Music**, a leading pioneer in world and other roots music genres, has announced the opening of an office in New Orleans. The rich musical heritage of the Crescent City is a natural fit for Putumayo, which recently acquired an historic building at 1924 Magazine Street in the lower Garden District.

"New Orleans is one of the original sources of much of the world's music. Jazz and Rhythm and Blues had their beginnings here," says Putumayo president and founder Dan Storper. "Putumayo's increased focus on creating collections of blues, jazz and other southern American roots genres, like the upcoming *Americana*, is well served by having a resource center here as well as a regional sales and marketing office."

Storper married a New Orleans native in 2002 and has called the city home since 2004. His love for the diverse musical traditions that make New Orleans unique has led to Putumayo releasing many albums dedicated to the region, including *New Orleans, New Orleans Christmas, Kermit Ruffins, New Orleans Playground, Mississippi Blues, Cajun, Zydeco* and the forthcoming *New Orleans Brass*, which released in October.

The label also maintains a strong commitment to supporting artists and culture in New Orleans. Since Katrina, Putumayo has donated more than \$250,000 in proceeds from the sale of several New Orleans CDs to New Orleans musicians and relief efforts. In November 2005, Putumayo produced Down by the Riverfront, a free Thanksgiving concert for 5,000 New Orleanians and visitors, featuring a 2nd line from the Treme to the river that was filmed by Spike Lee for his Katrina documentary.

Putumayo World Music was established in 1993 to introduce people to the music of world's cultures. The label grew out of the Putumayo clothing company; founded by Storper in 1975 and sold in 1997. For the past fourteen years, the record label has become known primarily for its upbeat and melodic compilations of great international music that is "guaranteed to make you feel good."

For media inquiries and information on Putumayo World Music or any of their releases, please visit www.putumayo.com or contact Publicity Manager **Crissa Requate** at (828) 505-2206 or crissa@putumayo.com.

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