



Robben Ford

TRUTH

On his latest release guitar legend **Robben Ford** speaks the *truth*... not just with the sound of his guitar, but with the vision behind his music as he ventures deep into the blues with aggressive licks, direct and honest vocals and an uncharacteristic, yet appealing, rough edge.

Selections:

01. **Lateral Climb** (4:19)
02. **How Deep In The Blues**
(Do You Want To Go) (4:18)
03. **Nobody's Fault But Mine** (3:12)
04. **Riley B. King** (6:16)
05. **You're Gonna Need A Friend** (5:44)
06. **One Man's Ceiling Is Another Man's Floor** (4:37)
feat. *SUSAN TEDESCHI*
07. **Too Much** (4:13)
08. **Peace On My Mind** (6:01)
09. **There'll Never Be Another You** (5:15)
10. **River Of Soul** (6:18)
11. **Moonchild Blues** (5:41)

Press:

Early **CONFIRMED PRESS** articles/reviews already include **GUITAR PLAYER**, **VINTAGE GUITAR** and **GUITAR EDGE**

Radio:

FIRST SINGLE, "Lateral Climb," to ship to **AAA RADIO** the week of July 16. Full CD servicing to **ALL AAA & BLUES RADIO**

Print Advertising:

Quarter page color ads will appear in the Sept/Oct issues of the following magazines:
GUITAR PLAYER, GUITAR WORLD, BLUES REVUE

New Media:

Extensive online marketing campaign to commence 5 weeks before street date. Components on campaign include: **SETTING UP AUDIO STREAMS, SETTING UP INTERVIEWS, SETTING UP EXCLUSIVE ALBUM LISTENING PARTIES, and more**

Robben Ford Top 10 Sales Markets (in order):

San Francisco, New York, Los Angeles, Seattle, Denver, Boston, Chicago, San Diego, Washington DC, Portland

Robben Ford Home Market:

Los Angeles, CA – Ojai, CA

Also By Robben Ford:

Keep On Running CCD-2187 C18
Blue Moon CCD-2112 C18

Robben Ford...A MODERN-DAY MASTER OF BLUES GUITAR
WHO CAN ROCK JUST AS EASILY!

Named one of the **100 GREATEST GUITARISTS OF THE 20th CENTURY**
by **Musican Magazine**

4-TIME GRAMMY® NOMINEE

One of the **FOUNDING MEMMBERS** of the famed **YELLOWJACKETS**

Has played with the likes of **JONI MITCHELL, GEORGE HARRISON, MILES DAVIS, GREG ALLMAN, PHIL LESH, LARRRY CARLTON**
and more

"Blues guitarist Robben Ford leaves most of the
competition sucking dust!" – **WASHINGTON POST**

CD features special guest **SUSAN TEDESCHI**

CD will appeal to the following:
**ROBBEN FORD FANS, YELLOWJACKETS FANS, GUITAR,
BLUES & LIVE MUSIC ENTHUSIASTS**

National Touring:

July 31	SAN DIEGO, CA	Humphries
Aug. 1	BERKELEY, CA	Zibox
Aug. 2	SACRAMENTO	Crest Theatre
Aug. 3	EUGENE, OR	McDonald Theatre
Aug. 4	PORTLAND, OR	Crystal Ballroom
Aug. 5	SEATTLE, WA	Moore Theatre
Aug. 8	SALT LAKE CITY, UT	The Depot
Aug. 9	GRAND JUNCTION, CO	Avalon Theatre
Aug. 10	BOLDER, CO	Bolder Thatre
Aug. 11	KANSAS CITY, MO	Uptown Theatre
Aug. 12	CHICAGO, IL	TBD
Aug. 14	MILWAUKEE, WI	Pabst Theatre
Aug. 15	GRAND RAPIDS, MI	Intersection
Aug. 16	DETROIT, MI	TBD
Aug. 17	CLEVELAND, OH	TBD

Many more dates to come!

www.concordrecordsmusic.com

Artist/Title: **Robben Ford / Truth**

Street Date: **August 7, 2007**

Order Due Date: **July 18, 2007**

Notes:

Genre: **Blues / Rock** Label: **Concord Records**
Box Lot: **30** Price Code: **C18**

Packaging: Jewel Case – **1 CD**



CD-Selection #
CCD-30234