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DECCA GOLD RECORDING ARTIST SHULEM SETS DEBUT PUBLIC PERFORMANCE SINCE SIGNING TO A MAJOR LABEL AT THE MARLENE MEYERSON JCC MANHATTAN
Wednesday, October 17 at 7 p.m.

NEW YORK (October 4, 2018) -- The exceptional vocal presence Shulem exhibited on his YouTube videos was enough to convince Graham Parker, who oversees Universal Music’s Decca Gold imprint, to search Shulem out and sign him to the label. On Wednesday, October 17, Shulem will give his first full concert performance at the Marlene Meyerson JCC Manhattan on the Upper West Side to allow the public at large to experience his singular voice since being signed to the label. Tickets are $18 in advance and $25 at the door. Visit jccmanhattan.org/shulem or call 646.505.5708 to purchase.

“It’s not every day that you hear a voice like Shulem’s, and we are delighted to introduce him to the larger community with his performance at the JCC,” said Megan Whitman, director of the Lambert Center for Arts + Ideas at the JCC. “With a repertoire of traditional Jewish songs and secular favorites, it will be an engaging evening, punctuated by a fascinating conversation.”

Shulem will perform songs from his forthcoming debut album, The Perfect Dream, including selections from musical theater, including “Bring Him Home” from “Les Misérables” as well as traditional Jewish standards including “Jerusalem of Gold.” Leading Broadway music director Andy Einhorn (“Hello, Dolly!”) will accompany him on piano, and the performance will be highlighted with a conversation and Q&A conducted by Parker.

“We could not be more thrilled to have Shulem on the Decca Gold label or more excited to have the chance to present him in concert so that the public has the chance to discover his voice – he truly is the best voice you have never heard...yet,” said Parker.

Born in Borough Park, Brooklyn, Shulem is well-known in the Orthodox Jewish community as a young singer of remarkable vocal range and ability and has been a sought-after performer within this sphere. With his signing to Decca Gold, Shulem embarks on a new artistic journey that will preserve his roots while embracing musical...
influences and material from secular sources. He was recently asked to perform his stirring rendition of Irving Berlin’s "God Bless America," at baseball games for the San Francisco Giants, the Boston Red Sox, and the New York Mets. Interestingly, Berlin, himself a son of a Jewish cantor, wrote this patriotic anthem to honor his adopted country 100 years ago.

Shulem’s debut album, The Perfect Dream, will be produced by Jon Cohen, the international award-winning producer and arranger renowned for his contributions to the Classical Crossover genre. Two singles from the forthcoming album have been released and can be heard online: Bring Him Home and Jerusalem of Gold. For more information, visit IAmShulem.com, or visit his Facebook, Twitter, Instagram, and YouTube pages.

About the Marlene Meyerson JCC Manhattan
Together with its community, the Marlene Meyerson JCC Manhattan creates opportunities for people to connect, grow, and learn within an ever-changing Jewish landscape. Located at 76th Street and Amsterdam Avenue, the JCC is a vibrant non-profit community center on the Upper West Side. The cornerstone of progressive programming in Manhattan, the JCC serves over 55,000 people annually through 1,200 programs each season that educate, inspire, and transform participants' minds, bodies, and spirits. Since its inception, the JCC has been committed to serving the community by offering programs, classes, and events that reach beyond neighborhood boundaries, reaching people at all stages of their lives. Learn more at jccmanhattan.org.

About Decca Gold:
Universal Music Classics (UMC) is home to Decca Gold, the new US classical label based in New York City. It serves as the American home for new classical and crossover artists, continuing the rich tradition of a historic legacy dating back to 1956 with artists such as Andrés Segovia, Leonard Bernstein, Claudio Arrau, and Dave Brubeck. The revitalized imprint has forged partnerships with the New York Philharmonic, The Van Cliburn International Piano Competition and Carnegie Hall’s Lullaby Project, as well as new artist signings with Bill Murray, Jan Vogler and Friends, with the release of their successful album New Worlds, the acclaimed Emerson String Quartet, Anthony Roth Costanzo, Il Divo, Nadine Sierra (in partnership with Deutsche Grammophon) and more. Under UMC, Decca Gold sits aside European imprints Deutsche Grammophon, Decca, Mercury KX and ECM. The present roster includes Andrea Bocelli, Lang Lang, Renée Fleming, André Rieu, Max Richter, Cecilia Bartoli, Daniil Trifonov, Anna Netrebko, Tori Amos, Ólafur Arnalds, Shulem and more.

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