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## HERSCOVITCH SELECTED AS CONNECTICUT'S STATE TROUBADOUR

January 19, 2009 (New Haven) – The Connecticut Commission on Culture & Tourism has appointed Lara Herscovitch as Connecticut's State Troubadour for 2009 and 2010.

Established in 1991, the State Troubadour serves as an ambassador of music and song to encourage cultural literacy and promote the State of Connecticut. In addition to her regular touring schedule, the Troubadour performs at a number of state events in the emissary role, over the course of the two-year tenure.

Herscovitch is a unique singer-songwriter whose original music is a skillful blend of acoustic/folk, pop, Latin, jazz, and blues. Her award-winning music has earned rave reviews throughout the Northeast and country. It has been called "captivating" (smother.net), merging soulful melody with "perfect wordcrafting" (New Haven Advocate) and "keen intelligence" (The Chronicle). Herscovitch is an "inspiring" (Manchester VT Journal), "remarkable performer" (WSHU Public Radio) who sings with a voice "clear and smooth like expensive liquor" (Northeast Performer).

In addition to her work as a professional musician, Herscovitch is active in public policy and social work. Since receiving a MSW in policy and planning from the University of Connecticut School of Social Work, she has worked in the U.S., Latin America and Asia, on behalf of disadvantaged individuals – focusing on education, community development, and juvenile justice. She has a deep appreciation for and understanding of the importance of cultural diversity and global issues, which find their way into her music.

Her latest CD, Juror Number 13, is "among the best folk releases of the year and possibly many years past" (Folk & Acoustic Music Exchange). Lara is currently working on a new CD, being produced by John Jennings who has also produced artists such as Mary Chapin Carpenter, Janis Ian, Bill Morrissey, John Gorka, and BeauSoleil, to name a few.

Herscovitch was recommended by a panel of music professionals, including Pierce Campbell, the previous State Troubadour. Applicants were reviewed based on their musical and songwriting ability, professional accomplishment in the field of music, and experience with diverse audiences.

"I am honored and privileged to have been selected, and look forward to serving as an ambassador for music and the state of Connecticut," said Herscovitch.

More information, including music and tour dates, can be found at her website, [www.LaraHerscovitch.com](http://www.LaraHerscovitch.com).

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