

SOULS OF STEEL RELEASES ITS DEBUT CD, THE ARRIVAL



TORONTO (Monday, November 25, 2013) - Souls of Steel Orchestra (Souls) and Sanch Canada Inc. (Sanch Canada) are pleased to announce the release of Souls' debut CD, "The Arrival" on Wednesday 4th December, 2013.

This ground-breaking CD is the result of an inspired collaboration between these two organizations which share a vision of the powerful and constructive impact the Steelpan musical instrument can have on youth in schools and their respective communities.

Sanch Canada's "Pan in Education" program facilitated recording of Souls and co-production of "The Arrival" in a joint venture which is the first of its kind in Canada. The collaboration between these two organizations will be the foundation of the model to be rolled out across schools and communities in the Greater Toronto Area and eventually throughout the rest of Canada.

"The Arrival" showcases Souls' versatile repertoire ranging from jazz to contemporary through classical to dance genres. Music by this 11-member Steelpan ensemble is selectively infused with flugelhorn, trumpet and vocal performances to provide a unique musical experience.

Over the last six years, Souls has hosted many new initiatives and performance fundraisers, provided entertainment at corporate functions, promotions, private weddings, community events and musical festivals. Always a crowd pleaser, Souls has quickly established itself as one of the leading Steelpan performance groups in Toronto.

"The Arrival" by Souls is now available in High Definition CD format at select retailers including:

- A Different Booklist 746 Bathurst St., Toronto, ON M5S 2R6 (416) 538-0889
- Play De Record 357A Yonge St., Toronto, M5B 1S1 (416) 586-0380

Also available online and as a digital download from the Sanch Marketplace at www.sanch.com.

About Souls of Steel Orchestra - www.sosotoronto.com

Souls of Steel Orchestra is a distinctive multicultural Steelpan organization. In 2007, Souls started as a community band comprised of parents, teachers and community members, created to complement the Steelpan music program at Holy Name Catholic School located at 690 Carlaw Ave, Toronto. The organization is diverse in age, socio-economic standing, musical knowledge and ethnicity. It is this breadth of diversity that has become the hallmark of Souls' uniqueness. Today, Souls has become a magnet for youth, where they are provided with mentorship; a place where they are exposed to and develop an array of soft skills such as leadership, character building, teamwork, discipline and the confidence necessary to succeed at a performance level. We look forward to further initiatives with Sanch Canada in our mission to shape and inspire our youth using this beloved instrument.

About Sanch Canada Inc. – www.sanch.com

Sanch Canada Inc. was incorporated in 2011 with the vision 'to globalize the Rhythms of Caribbean Culture for the sustainable economic, cultural and social benefit of all stakeholders within the Diaspora and wider international community'. Its mission is 'to establish a mainstream niche for Caribbean Culture in the global economy by developing, promoting and marketing a diverse catalogue of related premium products and services with emphasis on Steelpan performance and education within Canadian schools and communities.

We are delighted to partner with Souls to record, produce, launch and market their first compact disc "The Arrival" as we begin to train Music Industry Professionals using Pan in Education, a proprietary software suite created by our parent company Sanch Electronix Ltd from Trinidad and Tobago. Modules will be offered in blended classroom environments in an effort to engage youth in schools and across communities with creative products and services that command their attention, educate and inspire them while simultaneously providing viable opportunities for entrepreneurship and financial independence.

Both Sanch Canada and Souls are grateful for the contribution and support provided by Plitron Manufacturing Inc. (www.plitron.com) through the loan of its industry-leading Torus RM5 Power Conditioner (www.toruspower.com) during recording sessions of Souls, and for on-going assistance including promotion and distribution of "The Arrival".

For more information, promo requests or to set up an interview please contact:

Dena Hamid, Souls of Steel dena.hamid@sosotoronto.com

Paul Seaforth, Sanch Canada pseaforth@sanch.com

