



CASINO RESORT

FOR IMMEDIATE RELEASE

MARCH 8, 2010



RIVER ROCK CASINO RESORT
PRESENTS

SERGIO MENDES

LIVE AT THE RIVER ROCK SHOW THEATRE
SATURDAY, AUGUST 7

Richmond, BC – The legendary Sergio Mendes first brought Brazilian music to the masses with his group, Brasil '66. By taking the relatively novel concept of interweaving two female singers into a unified lead vocal, Mendes made it an unmistakable soundprint of the group. His music career began in 1960 when he and his group, The Hot Trio played the club circuit in Rio de Janeiro. After moving to the US in 1965, they worked the LA lounge scene with Brazilian-flavoured renditions of popular songs. It wasn't long until Mendes and his group were discovered and signed by Herb Alpert and his partner, Jerry Moss. They then released their gold-selling debut album in 1966. Mendes soon became a household name when he performed "The Look of Love" from the James Bond film, *Casino Royale* on the 1968 Academy Awards. His version of the song quickly shot into the Top 10 peaking at #4. He went on to release the hit singles, "Fool on the Hill" and "Scarborough Fair."

In 1983, Mendes scored a #1 hit with "Never Gonna Let You Go" ... a ballad recorded with singers, Joe Pizzulo and Leza Miller. He also composed "Olympia" which was the theme song for the 1984 Summer Olympics. But it was his acclaimed 1992 album, the Grammy Award winning *Brasileiro* that finally gave Mendes the critical success equal to his commercial success. His most recent albums are *Timeless* which was released in 2006 and *Encanto* which was released in 2008 ... both were produced by the Black Eye Peas' will.i.am with the latter featuring Fergie's cover of "The Look of Love." Through several years of name changes (Brasil '77, Brasil '86 and Brasil '88), he has never stopped exploring the boundaries of Brazilian pop. Sergio Mendes will be performing for a one-night engagement at the River Rock Casino Resort in August.

TICKETS ON SALE THURSDAY, MARCH 11 @ 10:00 AM

DOORS 7:00 PM SHOW 8:00 PM

Tickets: Reg. \$54.50 & Golden Circle \$64.50 (+ Service Charges)

Tickets available at all Ticketmaster Outlets or charge-by-phone (604) 280-4444 or order on-line at www.ticketmaster.ca

All shows: 19 years and over unless noted

Additional Information Contact:

Howard Blank - Vice-President, Media & Entertainment

TEL: (604) 303-1000 FAX: (604) 247-8605 hblank@gcgaming.com

Donnie Gordon - Manager, Entertainment Publicity & Promotions

TEL: (604) 247-4127 FAX: (604) 247-8587 dgordon@gcgaming.com