

NEWS RELEASE

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15 Livingston Ave | New Brunswick, NJ 08901
732-246-SHOW (7469) | StateTheatreNJ.org

FOR IMMEDIATE RELEASE

State Theatre New Jersey presents

Scott Bradlee's Postmodern Jukebox

Wednesday, February 8, 2017, 8pm / \$35-\$75

Ticket Office: 732-246-SHOW (7469)

New Brunswick, NJ (January 12, 2017)—State Theatre New Jersey presents **Scott Bradlee's Postmodern Jukebox** on **Wednesday, February 8, 2017 at 8pm**. *Tickets range from \$35-\$75.*

Created by Scott Bradlee, the rotating collective of Postmodern Jukebox has spent the past few years amassing more than 450 million YouTube views and 1.9 million subscribers, performed on *Good Morning America*, topped iTunes and Billboard charts and played hundreds of shows to packed-house crowds around the world. As NPR put it, they've done this by "taking current Top 40 hits and re-imagining them as coming from older eras of popular music." In one such remake, Bradlee and Postmodern Jukebox turned Miley Cyrus' "We Can't Stop" into a doo-wop ditty that's garnered over 15.4 million views. Last year, they envisioned Radiohead's alt-rock hit "Creep" as a torch-like ballad that's racked up over 16.9 million views and was named one of the "9 Best Viral Cover Videos of 2015" by *People* magazine. Multi-Grammy®-winning artist Lorde praised Postmodern Jukebox's vintage take on her hit single, "Royals," which has been viewed over 15.3 million times, as her "favorite."

The group's accomplishments has earned them praise from a plethora of media outlets, including Mashable, who wrote, "Scott Bradlee's Postmodern Jukebox are all about reimagining music and framing it in beautiful new ways." *Entertainment Weekly* wrote, "Scott Bradlee's group is known for retro-fying modern hit songs into viral success." Yahoo! Music added, "if you've been on YouTube in the last couple of years, then you're familiar with the everything-new-is-old-again brilliance of the viral phenomenon known as Postmodern Jukebox."

Bradlee, the mastermind behind the group, has turned Postmodern Jukebox into a juggernaut by building an incredible grassroots movement around the act. He continues to pick the songs, create the arrangements and shows, and puts together the performers - which includes some notable names alongside phenomenal "undiscovered" talent. The group releases a new video every week, each one shot in the casual environment of Bradlee's living room where he can often be seen playing piano in the background.

Since beginning their touring career in 2014, Postmodern Jukebox has consistently played in bigger venues each time they've returned to a market. "I posted the first video in 2009," recalls Bradlee. "I was broke and living in Queens, NY. Seven years later, we have over 1.9 million subscribers, we've sold out shows across four continents and we've become a showcase for an incredible group of performers. Every single one of our cast has unique superpowers. I take pride in putting together the right powers and personalities to create a unique and amazing experience for our fans. We want them to escape reality and join us for the most sensational 1920s party this side of *The Great Gatsby*. We want them to experience what it was like to be at the New Years' Eve show that Sinatra would have hosted in the 1940s. We want them to feel the excitement of hearing the greats of Motown live and up close. Our goal is to give our audiences their favorite show again and again and still have it feel like the very first time."

For tickets or more information, call the State Theatre New Jersey ticket office at 732-246-SHOW (7469), or visit us online at StateTheatreNJ.org. The State Theatre New Jersey ticket office, located at 15 Livingston Ave, New Brunswick NJ, is open Monday through Friday from 10am to 6pm; Saturday from 1pm to 5pm; and at least three hours prior to curtain on performance dates unless otherwise specified. For information on group outings and discounts, call 732-247-7200, ext. 536. *Some additional ticket and transaction fees may apply.*

State Theatre New Jersey—creating extraordinary experiences through the power of live performance. The theater exists to enrich people's lives, contribute to a vital urban environment, and build future audiences by presenting the finest performing artists and entertainers and fostering lifetime appreciation for the performing arts through education. State Theatre New Jersey's programs are made possible, in part, by funding from the New Jersey State Council on the Arts/Department of State, a Partner Agency of the National Endowment for the Arts, and contributions from numerous corporations, foundations, and individuals. The Heldrich is the official hotel of State Theatre New Jersey. Magic 98.3 is the official radio station of State Theatre New Jersey. The Star-Ledger is the official newspaper of State Theatre New Jersey. United is the official airline of State Theatre New Jersey.

STATE THEATRE NEW JERSEY

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Online - StateTheatreNJ.org

PHOTOS AND INTERVIEWS FURNISHED UPON REQUEST

Please contact Kelly Blithe at
732-247-7200, ext. 542 or by email at kblithe@StateTheatreNJ.org.

Information in this release is current as of January 12, 2017.
Up-to-the-minute information on events and State Theatre news,
online at StateTheatreNJ.org.

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