



**MUSIC AND DANCE FROM BRITTANY, FRANCE COMING TO NEW YORK!  
THE KEVRENN ALRÉ BAND INVITED TO MARCH  
IN THE NYC ST PATRICK'S DAY PARADE ON MARCH 17, 2007**

*38 musicians and 18 dancers will be performing in top venues in New York from March 15-21.*

New York, January 21, 2007 – In 1776 Benjamin Franklin sailed from Philadelphia to France to seek France's help for the American Revolution. He landed in the port of Saint Goustan in Auray, the hometown of Kevrenn Alré.

"230 years later, Kevrenn Alré will be marching on American soil with its rhythms and dances." declares Jacques Le Tallec, in charge of international relations for Kevrenn Alré. "It is a grand honor for Kevrenn Alré to be participating in an event of this scope and we are very proud to be representing Brittany."

The Kevrenn Alré *bagad* is an ensemble of bagpipes, *bombardes*, and percussion instruments unique to Brittany. Modeled after Scottish pipe bands, the *bagad* includes Highland style bagpipes as well as a drum section with a bass, tenors and snares. The addition of the *bombarde*, an ancestor of the oboe family, gives this ensemble its unique and innovative sound.

Kevrenn Alré will be marching on 5<sup>th</sup> Avenue in NY for the 246<sup>th</sup> Saint Patrick's Day Parade on March 17, 2007. Thanks to BZH New York, a non-profit organization whose main objective is to strengthen and create cultural and economic ties between Brittany and New York City, the group will be performing in top venues in and around the city. "This week represents a unique opportunity to present to New Yorkers the cultural dynamic from Brittany through its music and dance." adds Laurent Corbel of BZH New York. "Their performances will introduce Brittany's music into legendary places such as Central Park, the Lower East side and Williamsburg. And thanks to Lois Kuter from ICDBL (International Committee for the Defense of the Breton Language), Kevrenn Alre will walk in the footprints of Benjamin Franklin for a night in Philadelphia."

In addition to this week of cultural promotion, BZH New York has confirmed the eagerness of its Breton diaspora to showcase their region and facilitate exchange between Breton and American businesses. "BZH New York is part of BZH Network, a worldwide social Breton network whose objective is to facilitate the sharing of professional experiences and knowledge among its members." explains Olivier Balavoine, initiator of BZH New York. "This capacity to network offers unlimited perspectives for the economic and social promotion of Brittany"

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