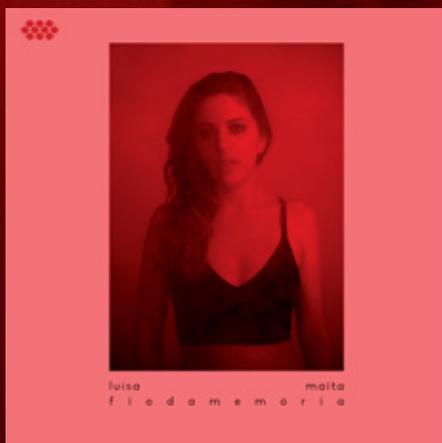


CUMBANCHA PRESENTS

Luísa maita | fio da memória

"The New Voice of Brazil" - NPR's *All Things Considered*



"Ms. Maita's fusion is particularly lean and elegant, both on her album and onstage; she has a deft understatement akin to that of the Canadian songwriter Feist." – **The New York Times**

The second album from the Brazilian star has strong downtempo electronica flavors that capture an exciting new musical direction. Dreamy, sexy and undeniably cool, this record has the potential to be a huge crossover success.



www.luisamaita.com

ARTIST: Luísa Maita
TITLE: Fio da Memória
FILE UNDER: World / Electronica
FORMAT: CD
CAT. NO.: CMB-CD-39

 **cumbancha**
www.cumbancha.com

- North America Tour begins Sep. 23, including Austin City Limits, Pop Montreal, NYC, Boston, Toronto, Chicago, Minneapolis, San Francisco and more.
- First single "Fio da Memória" to be released August 5th, full album available late September, dates vary by territory.
- Praised by **NPR** as "The New Voice of Brazil", Luísa Maita received the Brazilian equivalent of the GRAMMY for Best New Artist in 2011.
- Exciting new musical direction bridges sultry downtempo electronica and Brazilian popular music. With **Fio da Memória**, Luísa has boldly redefined the sound of modern Brazil.
- Luísa has recently recorded with **Da Lata** and **Ladytron** and has collaborated with some of the biggest names in Brazilian music, including **Lenine**, **João Donato**, **Caetano Veloso**, **Maria Gadú**, **Mariana Aydar** and many others.
- Luísa has performed at major festivals, radio stations and concert venues across the globe, including Jazz at Lincoln Center, the Google Zeitgeist conference, Apple headquarters, KCRW's "Morning Becomes Eclectic," NPR's "Tiny Desk", Blogotheque and more.
- Luísa singing will be featured on upcoming opening ceremony for the Olympics in Brazil.
- Her voice has previously been featured on the Rio Olympic Bid campaign video, at the London 2012 Olympics and on numerous high-profile films and commercials, including two placements in the Academy Award-winning film **Boyhood**.

Press materials available at www.cumbancha.com/luisamaita/press

Additional Luísa Maita Links:

www.luisamaita.com / www.facebook.com/luisamaitamusic / www.youtube.com/luisamaita

