



NY-1 TV Says "*Local Musician Takes Her Show On The Road*"

Free, Outdoor Concerts on a Pick-Up Truck Add Wheels and Engine to Guerilla Marketing

Temtchine's Charity Component is Praised on Imprint TV

Collaboration with David Choi gets over 84,000 Views on YouTube

Pop/soul/R&B singer **Chloe Temtchine** has taken guerilla marketing to the next level, adding wheels and an engine with her trailblazing "Where In The Truck Is Chloe?" tour. **NY-1 TV** spent some time with the up-and-coming artist last week, and noted: "***Aspiring musicians who want to promote their music in New York City sometimes have to just keep on trucking. That's literally what local singer/songwriter Chloe Temtchine is doing – singing out of the back of a pick-up truck at sites around the city.***" See the full segment, here: http://www.ny1.com/content/ny1_living/arts/105756/local-musician-takes-her-show-on-the-road/Default.aspx

Temtchine's debut CD 'Between Day & Dream' was released September 15th. Listen to a streaming sampler: <http://www.sethcohenpr.com/player/chloe/>. On her truck tour, Temtchine has been treating passers-by to a free performance, drawing crowds on the sidewalks near Union Square, Times Square and elsewhere in NYC. At each stop, donations are collected for Worldwide Orphans Foundation, www.woo.org. Find out where she'll be next, at www.wherinthetruckischloe.com.

In other news, Temtchine's long-time friendship with indie/web phenom **David Choi** has resulted in a new video of an original song they co-wrote, "So Systematic." The video has already generated over 83,000 views on YouTube! Check it out here: http://www.youtube.com/watch?v=IqFptrm1mrI&feature=channel_page



NY-1 TV ARTS - 9/14/09 By Stephanie Simon

Local Musician Takes Her Show On The Road

http://www.ny1.com/content/ny1_living/arts/105756/local-musician-takes-her-show-on-the-road/Default.aspx

*With a new album coming out September 15th, one local musician is not staying home spinning her wheels. Instead, she's spinning her wheels around town. **NY1 Arts** reporter Stephanie Simon filed the following report.*

NY-1 TV: Aspiring musicians who want to promote their music in New York City sometimes have to just keep on trucking. That's literally what local singer/songwriter Chloe Temtchine is doing – singing out of the back of a pick-up truck at sites around the city.

"I hate sitting on the computer on my MySpace, so I said I have to do a version of MySpace in front of people," said Temtchine. "So I said with maybe I should get on the back of a bicycle or get on a bike or even the pews and play my guitar around New York."

Instead, Temtchine decided on a pickup truck. She's been traveling around town performing songs from her debut album "Between Day & Dream" along with crowd favorites. She calls these public concerts "Where in the truck is Chloe?"

"The first reactions is, 'where the truck is Chloe,' because everyone wants that to be it," she said. "But then the reaction is laughter and then they want to know all about it."

In this economy, it is especially difficult for emerging artists to promote themselves. Temtchine found a way that is more cost effective than a billboard or print advertisement; as Temtchine sings, people can not only sign up for her mailing list, but can also buy the new CD.

"I love it," said one listener to Temtchine's impromptu concert. "It was wonderful. I heard her voice walking up and I was listening to the lyrics and some of it actually brought a little tear, what she's singing about."

"It's beautiful," said another. "It seems like New York."

"We're in a recession, so anything free, I'm into it," said a third.

Temtchine grew up in the city and from her early days singing at a gospel church in Harlem to her travels around the world, she says her music reflects her very diverse influences.

"A lot of soul music," she said of her influence. "I love pop, jazz, all different music combined. And it all comes and filters into the sound that's what I call 'organic soulful pop.'"

To find out where Temtchine will be rolling to next, check out her complete schedule at WhereInTheTruckIsChloe.com or ChloeQT.com.

IMPRINT TV ran an 'IMPRINT MOMENT' interview segment with Chloe last week. IMPRINT focuses on New Yorkers who are making a positive difference, and they praised Chloe's support of Worldwide Orphans Foundation on her Truck tour. Here's their intro: **"Singer-songwriter Chloe Temtchine shares her music with New Yorkers in an unconventional concert style all in an effort to raise funds and awareness for World Wide Orphans, a cause close to her heart. Hear more about the charity and her music by clicking on her "Imprint Moment."**" Watch the segment here: www.imprint-TV.com.



Press has begun to rally behind the up-and-coming artist: **USA TODAY** has featured her twice in recent weeks, deeming her **"a young singer with the sparkle of a star-to-be,"** and praising her ability to sing in English, French and Spanish. In a Four-Star CD review, Melodic.Net raved, **"The album does not sound like an album from a debuting artist, but from a pop veteran."** Read the full review here: <http://www.melodic.net/reviewsOne.asp?revnr=8048>. **TIME OUT NY** praised Temtchine as delivering **"smoky jazz-pop stylings,"** and **ODE Magazine** noted her video for 'Stand Tall', which focuses on the theme of compassion and shines a light on poverty in the Philippines, where much of Chloe's family is from.

Medleyville
Music coverage for eclectic tastes

MEDLEYVILLE

8/09, By Chris Junior - http://www.medleyville.us/2009/08/quite_an_experience.html

QUITE AN EXPERIENCE: Chloe Temtchine endures rough moments making her debut album (more)

MEDLEYVILLE.US: You get what you pay for, and that old cliché certainly applies when it comes to hiring musicians for a recording project. **Chloe Temtchine** made an entire album with musicians who worked on the cheap, and the New York-based singer/multi-instrumentalist ended up with what she describes as "terrible stuff." "A lot of these [players] were recommendations," she says. "I [eventually] realized the chain of the recommendations is important. When it starts with somebody who is not as great as can be, then any recommendation coming from him tends to be on the same level. It was this cycle of finding people at a certain level who were so nice to even do this for almost nothing, but it led to nothing." Temtchine remembers working with a drummer who was excellent in a live setting but not so hot in the studio. "That's when I learned that live performers and studio performers are so different," she recalls. "We would sit there and I'd think, 'OK, let him get warmed up.' And the next thing you know, we've lost a day." With better quality musicians, Temtchine re-recorded what is her solo debut disc, *Between Day & Dream*, due Sept. 15. The lessons she learned in making her eclectic album turned out to be a nice addition to her education from Boston's Berklee College of Music. "I went there as a singer, a piano player and a guitar player, but I thought, 'Let me go to this place and learn everything I don't know to do,'" she says. "So I took business courses, I took percussion courses – I took the most random courses I could possibly concoct." During her two years at Berklee, she spent a lot of time writing songs and learning how to read music. "I felt I had to be able to communicate with other musicians and not feel like an idiot when I'm doing these gigs and I'm saying, 'OK, now play that a little up more,'" Temtchine says. "I wanted to be able to say, 'A flat,' and write out my charts. So that was a huge goal of mine – to learn the language of music." Even after formal training, Temtchine says her natural musical ability and interests that were influenced by her parents' diverse cultural backgrounds and a wayward period in her early teens haven't faded away. "I don't really believe that you can get rid of whatever it is that's in you that is the driving force," she says. "If you fear that, you limit yourself to the possibility of learning. All this stuff is going to feed you, and you can either choose to reject it or not. The learning of anything I never believe reduces the creativity in you." Speaking of creativity, catch Temtchine around Manhattan in the coming weeks as she performs on the back of a flatbed pickup as part of her "Where in the Truck is Chloe?" tour.



Chloe will appear at the Living Room in NYC on October 12th. A U.S. tour is in the works as well. Until then, she'll be on a sidewalk near YOU, with her Pick-up Truck Tour!!



Chloe in **USA TODAY** here:

http://www.usatoday.com/life/music/reviews/2009-07-27-playlist_N.htm

AND here: http://www.usatoday.com/weather/resources/2009-07-22-si-kahn-mississippi-summer_N.htm

Listen to Chloe's music here: <http://www.sethcohenpr.com/player/chloe/>

MELODIC's Q&A is here: <http://www.melodic.net/interviewsOne.asp?interviewId=266>.

See the new video for 'Stand Tall' here: <http://www.sethcohenpr.com/player/chloe/>
or via http://www.youtube.com/watch?v=jc6Ymn9671k&feature=channel_page

See a quick clip of Chloe beatboxing in London, here:
http://www.youtube.com/watch?v=K2wU8pQ8pFo&feature=channel_page

<http://www.myspace.com/chloetemtchine>
<http://www.whereinthetruckischloe.com/>
<http://chloeqt.com/>