



**SYNOPSIS** Two years ago, they united for their first dual concert and album, "Two Men With the Blues," and now they're together again for another smash performance—this time to honor one of the all time greats of musical history, Ray Charles. Listen as Willie Nelson and Wynton Marsalis, with help from Grammy® winner Norah Jones, perform some of the master's most famous songs, from "I Love You So Much" to "Hit The Road Jack" and "Unchain My Heart." It's a touching musical tribute you'll remember forever.

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**PREORDER Sept 22 RELEASE Oct 20**

**NEW RELEASE: A&E**

# WILLIE NELSON & WYNTON MARSALIS PLAY THE MUSIC OF RAY CHARLES (SD and Blu-ray)

*A rousing tribute to the late, great Ray Charles from two of the biggest icons in music – with special guest Norah Jones.*

- A music-lover's dream! The entire sold-out concert performed by Grammy® winners Willie Nelson and Wynton Marsalis and Norah Jones at Lincoln Center in February 2009, plus a bonus behind-the-scenes-piece and photo gallery.
- DVD/BD release strategically timed to:
  - The launch of JALC's Fall Season – signage in JALC's facilities and advertisements in their collateral (programs, email blasts, monthly mailings)
  - The concert's nationwide theatrical premiere on 100 screens. DVD/BD will be tagged.
  - The broadcast premiere of the concert on HDNet, scheduled for 10/18, featuring tagged spots
  - New albums for Norah Jones, Willie Nelson, Wynton Marsalis.
- Marketing and PR efforts include
  - Partnership with JALC for a screening/premiere party, advertising in their concert hall and Time Warner Center, outreach to their mailing lists, etc.
  - Partnership opportunities with HDNet and Digiscreen (theatrical distributors)
  - Aggressive social media outreach, including a Twitter conference reaching nearly 55K followers, exclusive clip sharing, blog posts from the artists, promotion with key music bloggers and online journalists, contests and giveaways.
  - Extensive radio plan for the top 50 markets.

## PRODUCT INFORMATION: DVD

DVD FEATURES: "All Access" – 30 minute documentary;  
Photo gallery

SRP: \$19.95 U.S., \$22.95 CAN      **COLOR:** Yes

FORMAT: Single      **WIDESCREEN:** Yes

PACKAGING: Amaray      **AUDIO FORMAT:** 5.1

LENGTH: Approx. 90 mins. plus bonus      **UNITS PER CARTON:** 30

GENRE: Music

YEAR: 2009

**CAT NO.** AAAE159340    **UPC** 7-33961-15934-9    **ISBN** 1-4229-4103-5

## PRODUCT INFORMATION: Blu-Ray

DVD FEATURES: "All Access" – 30 minute documentary;  
Photo gallery

SRP: \$29.95 U.S., \$34.99 CAN      **COLOR:** Yes

FORMAT: Single      **WIDESCREEN:** Yes

PACKAGING: Blu-ray case      **AUDIO FORMAT:** 5.1

LENGTH: Approx. 90 mins. plus bonus      **UNITS PER CARTON:** 30

GENRE: Music

YEAR: 2009

**CAT NO.** AAAE168780    **UPC** 7-33961-16878-5    **ISBN** 1-4229-4899-4