

THE JEWISH

Introducing
The Voice of the Future
 Produced by Gideon Levine
 FEATURING
Yossie Rose
 "BRACHA AD BLI DAI"

There are all kinds of entertainers: Some have to develop their talents; others must learn them. But Yossie Rose was talented from the very start. He started performing at the age of five, and hasn't stopped since. When other kids were playing ball, he sang solo in boys' choirs. While others were dancing at bar-mitzvahs, he was entertaining. And while his contemporaries were shopping for new albums, he was singing on them. Before he even reached adulthood, Yossie Rose was already teaching himself to play the drums and saxophone. One thing was certain from the very beginning - music was the focal point in Yossie Rose's life.

There's a certain exuberance of spirit that shines through when you speak to Yossie Rose. You know you're talking to someone who has discovered his life's passion. He has traveled the world over, lighting up the stage with his bright presence. His live performances are a sight to behold. Yossie minces no

words: "I love it. I love the music, the energy on stage. I was brought up in a chassidic home. I was taught to serve Hashem through joy, b'simcha. I fulfill this through

makes Yossie Rose so special. His integrity and sincerity reach out to others. Yossie recalls the time he performed in Chicago for an audience of 1500 immigrant Russian Jews.

"They served a free meal during the concert. The people were hungry. But they sat mesmerized by the music. Nobody touched the food until the concert was over."

When Yossie saw the enormous power of music, he realized it was time to cut an album. "I knew," he says with characteristic self-confidence, "that the only one to join me in this venture is Gideon Levine. He shares my love and passion for music. I gave him a call and, before you knew it, we were both deeply involved in this project."

Both Gideon and Yossie realized that they were on to something big. They developed a close professional relationship, and they gave this project all their energy. In fact, "Bracha Ad Bli Dai" is a collaboration of many talented professionals.



my music, by singing hartzige nigunim that touch people's souls."

Touching people's souls... that's what

The rhythm tracks were recorded in Eretz Yisroel because, as Gideon frankly relates, "Israeli musicians have so much soul, and their expression is the very best."

Brass, strings and vocals were recorded and mixed at Gideon's G.Y.L. Studios in Boro Park, and additional work was done at Florida's Criteria studios, one of the biggest recording studios in the world. "There's a combination of so much talent and professionalism in this album, and it's apparent as soon as you listen to the opening tracks."

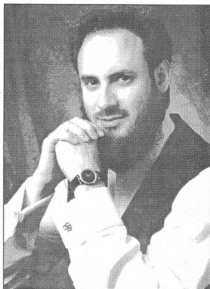
Listen to the album, and one thing is immediately clear:

This one is different. Amazingly different. Refreshingly different.

In a market that is overflowing with a multitude of recordings, in an industry that releases new albums on an almost daily basis, this one stands out above the rest. The Jewish listening public has developed and refined its tastes over

the years. Inevitably we are greeted with a lot of music, good music, but every album seems to feature the same sound. "Brocho Ad Bli Dai" doesn't. Yossie Rose's distinctive voice is crystal-clear and mighty. His robust and energetic singing style puts you at the edge of your seat. And the selections being offered here are uniquely passionate and intense. Consider this album a cool blast of fresh air.

It's not every day that you get Yossie Green, the greatest Jewish music composer of our time, was asked to join in the creation of this album. Yossie's songs have reached such unprecedented heights of success that he is the most sought-after name in the industry today. Yet he



Yossie's distinctive voice is crystal-clear ...

gladly offered his talents and contributed three delightful songs to "Bracha Ad Bli Dai."



Yossie Rose & Gideone Levine At The G.Y.L. Studio's

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