

The Strom JCC Presents Ester Rada in Concert on May 3
*Performance to Showcase Israeli-Ethiopian Singer's Unique,
Cross-Cultural Retro-Soul Sound*

Mercer Island, WA – April 10, 2015 - The Strom Jewish Community Center (SJCC) is thrilled to present Israeli-Ethiopian soul singer Ester Rada and her band of exceptional musicians on Sunday, May 3. Rada blends smoky jazz, groovy funk, retro soul and urban-hip R&B with cross-cultural sounds reflecting her Israeli birthplace and Ethiopian heritage. She has toured the US, Canada, and Europe, including performances at South by Southwest (SWSX) Music and the 2013 Glastonbury and 2014 San Francisco Jazz Festivals. Rada has also opened for Alicia Keys, one of her most outspoken champions.

The concert takes place at 7:00 p.m. at the SJCC's cultural and performing arts venue on Mercer Island, which seats 358, and will feature songs in English and Amharic from Rada's most recent self-titled album, released last year. Doors open at 6:30 p.m. Tickets are \$20-25 and can be purchased through the [SJCC website](#).

Rada's May 3 concert marks one of four marquee world-music artists presented by the SJCC as part of its year-round cultural arts program, launched last year after a beautiful renovation of the center's cultural and performing arts venue. "We couldn't be more excited to welcome Ester Rada to the SJCC stage," said Pamela Lavitt, SJCC Cultural Arts Director. "Up-and-coming and unbelievably talented, Rada represents the caliber of performers we hope to deliver to the greater Seattle community and fulfill the SJCC's mission of bringing people together to connect, enjoy and engage in art. You won't want to miss this star on the rise."

Ester Rada was raised in a highly religious Ethiopian Jewish family in one of the roughest neighborhoods of Israel. Ester's parents were part of a group of 80,000 Ethiopian Jews who were airlifted out of Sudan by the Israeli government as part of Operation Moses in 1984, a year before Ester was born. Ester's upbringing gave her the drive to fulfill her dream of creating music. She credits Nina Simone, Ella Fitzgerald and Aretha Franklin as her musical influences, alongside Eryka Badu, Lauryn Hill, and Jill Scott. Critics describe Rada's genre-mixing sound as "gracefully combining Ethio-Jazz, funk, soul and R&B, with mixed undertones of black grooves."

Rada's increasing popularity has landed her musical performances all over the world, including upcoming acts in New York City, Vancouver, BC and San Francisco. In July, she headlines WOMAD-UK. Her music is available for purchase on iTunes, and tickets for her May 3 concert at the SJCC are available online: <http://sjcc.org/cultural-arts/music/ester-rada/>

About the Strom Jewish Community Center

The Strom Jewish Community Center inspires connections to build community and ensure Jewish continuity. Together we create outstanding programs, partnerships and spaces that welcome everyone to learn, grow and celebrate Jewish life and culture.

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