



Cal Poly Pomona Music Department

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Mike Viola returns to Cal Poly Pomona for concert and master class to benefit the Music Industry Studies program

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Songwriter **Mike Viola** in Concert, Thursday, November 19th, 2009, 8:00 PM in the Cal Poly Pomona Music Recital Hall, 3801 W. Temple Ave, Pomona CA, 91768. Tickets are \$15 general admission / \$10 for students and are available at the concert, on <http://csupomona.tix.com>, or through the CPP Publicity Office, 24-142, (909) 869-3554.

Songwriting master class with Mike Viola at 3:00-5:00 PM in the Music Recital Hall is free and open to the public.



SPECIAL EVENT: Songwriting genius **Mike Viola** returns to Cal Poly Pomona University for a benefit concert and songwriting master class. Proceeds from the concert will fund scholarships for students in the Music Industry Studies program. Mike Viola will also hold a songwriting master class with Prof. Arthur Winer from 3:00–5:00 PM the afternoon before the concert. The concert is \$15 general admission / \$10 students, and the master class is free.

About Mike Viola

Mike Viola is best known as the musical architect of the Candy Butchers, a highly regarded pop-rock band from New York City that recorded three critically-acclaimed albums for Sony. The success of the Candy Butchers in the 1990s led to multiple appearances on *Late Night With Conan O'Brien* and *Last Call With Carson Daly*. It also found the group touring alongside They Might Be Giants, Robyn Hitchcock, Semisonic, Sparklehorse, Barenaked Ladies, Ivy, and others. In 2005, Mike Viola formed his own record label, Good Morning Monkey Records. He has since released two albums: *Just Before Dark* (recorded live at the Los Angeles club Largo) and *Lurch*.

Viola's career writing songs for film began as the co-producer and lead singer (off-screen) of the Oscar-nominated and Grammy-winning title track from Tom Hank's movie *That Thing You Do!* More recently, Viola wrote or co-wrote the songs for *Walk Hard: The Dewey Cox Story*, a collaboration between Jake Kasdan and Judd Apatow. A satire and send-up of the Hollywood music bio-pic, *Walk Hard* proved to be an ideal playground to showcase Viola's subversive, witty lyrics and catchy-pop expertise. During the promotion of the film, Viola toured as part of the backing band for *Walk Hard* star John C. Reilly.

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Mike Viola is a highly sought-after producer for other recording artists. Most recently, Viola produced and co-wrote songs for Mandy Moore’s album *Amanda Leigh*, released September 2009. Viola has also collaborated or worked as a producer with Inara George, Tim Christensen, Dan Bern, Steve McEwan, Kelly Jones, Ryan Adams, Drake Bell, Bleu, Adam Schlesinger, John C. Reilly, Mary Wood, Sam Bisbee, The Gentlemen, John Wesley Harding, and Ben Romans among others.



Press about Mike Viola

“Mike Viola is mod to the bone.” ~ *Rolling Stone Magazine*

About the Music Industry Studies program

The rapidly-growing **Music Industry Studies (MIS)** program at Cal Poly Pomona currently comprises around two-thirds of the Music department’s 265 undergraduate majors. The program’s wide-ranging curriculum provides students with a solid foundation in music theory, history, performance, production, recording technology, and business—as well as a well-rounded university education. **MIS** students tailor their studies to emphasize in music business, production or recording. Furthermore, in preparation for careers in music, all **MIS** students complete internships throughout the music industry.

For questions regarding the MIS program, please contact Prof. Arthur Winer at (909) 869-3412 or ahwiner@csupomona.edu. For questions regarding donations for **MIS** scholarships through the Cal Poly Pomona Foundation, please contact Lisa Nashua, CLASS Director of Development, at (909) 869-6848.

The Cal Poly Pomona Foundation is a 501(c)3 organization.