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BURLAP TO CASHMERE PARTNERS WITH WHYHUNGER

Frontman's Musical Mentor Inspires Band To Act On Bringing End To Hunger

(Nashville, Tenn.) July 12, 2011 – Folk-rock pioneers **Burlap To Cashmere**, reenergized and making music again after a decade-long hiatus, has partnered with **WhyHunger** (the brainchild of the late Harry Chapin), a leader in building the global movement to end hunger and poverty, for a series of initiatives aimed at eliminating hunger in America.

Growing up in New Jersey, Burlap To Cashmere frontman **Steven Delopoulos** had many musical and social inspirations, not the least of which being Chapin, the man behind not only classic tunes like “Cat’s In The Cradle” but also a longtime advocate for the homeless and hungry.

“I grew up listening to Harry’s music; he’s the reason I started writing songs,” shares Delopoulos. “When we launched into conversations about this record, we wanted to be intentional about everything. Naturally, that spilled over into the areas of how we’d use our platform and advocacy. There really wasn’t any question. It had to be WhyHunger.”

Chapin’s drive to end hunger led him to help create World Hunger Year in 1975. His unprecedented commitment set him apart from other musicians. In order to help build up the organization, Harry donated funds from every other concert performance until his passing in an automobile accident in 1981.

Since then, and under the guidance of co-founder/executive director Bill Ayers, World Hunger Year has morphed into WhyHunger and launched programs such as the National Hunger Hotline (1-866-3-HUNGRY); the Grassroots Action Network; and Artists Against Hunger & Poverty, which is supported by Bruce Springsteen, Michael McDonald, Chicago, Earth Wind & Fire, Joss Stone, Darryl McDaniels, Jackson Browne, O.A.R., and now, Burlap To Cashmere.

“From my first conversation with Steven, I knew Burlap To Cashmere would be a great fit for our artist program,” share’s WhyHunger’s Hillary Zuckerberg , Director of Artists Against Hunger & Poverty. “This band, and Steven in particular, has a passion for eliminating hunger worldwide and we’re proud to align with them in our ongoing efforts on national and grassroots levels.”

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WhyHunger will have a presence at upcoming Burlap To Cashmere shows, and the band will take part in a number of online and social media campaigns designed to raise awareness for the organization. Additionally, Delopoulos and bandmates John Philippidis (guitar) and Theodore Pagano (drums) will visit various grassroots partners of WhyHunger not only to lend a hand, but to continue to grasp the challenge of hunger facing too many American citizens.

Burlap To Cashmere's new self-titled album, featuring the single "Build A Wall" (now at AAA radio) will release July 19, three days after the 30th anniversary of Harry Chapin's death.

ABOUT WHYHUNGER

WhyHunger is a leader in building the movement to end hunger and poverty by connecting people to nutritious, affordable food and by supporting grassroots solutions that inspire self-reliance and community empowerment. Founded in 1975 by the late Harry Chapin & current Executive Director Bill Ayres, WhyHunger works to put an end to hunger suffered by 49 million Americans and nearly 1 billion people worldwide. WhyHunger's main programs include the National Hunger Hotline 1-866-3-HUNGRY, which refers individuals in need of emergency food assistance to soup kitchens, food banks, government programs & community organizations in their neighborhoods; the Grassroots Action Network, which provides information, networking opportunities, capacity building & access to over 8,000 anti-hunger & poverty community organizations across the United States and around the world; and Artists Against Hunger & Poverty which is supported by Bruce Springsteen, Michael McDonald, Chicago, Earth Wind & Fire, Joss Stone, Darryl McDaniels, Jackson Browne, O.A.R, and many others. For more information visit www.whyhunger.org

About Burlap To Cashmere

Stepping back into the spotlight after a decade away takes an unusually high degree of musical integrity. For folk-rock pioneer **Burlap to Cashmere**, a band that built a reputation for both exceptional studio projects and as an unyielding touring act in the late '90s, that integrity shines through on a new self-titled, 11-track project due July 19 on Jive/Essential Records.

With its core lineup intact – singer/guitarist/songwriter **Steven Delopoulos**, guitarist **John Philippidis**, and drummer **Theodore Pagano** — **Burlap to Cashmere** returns with renewed focus, drive and energy. On its first album in more than a decade, **Burlap to Cashmere** draws from all the influences that made it a touchstone band: Mediterranean and Greek rhythms, flamenco and classic American folk, to create a rich body of work that embraces the past while crystallizing its new creative vision.

For the last ten years, a **Burlap to Cashmere** reunion seemed like wishful thinking. After garnering awards, a dedicated following, and credentials earned non-stop touring alongside some of the biggest names in music, the band was exhausted and went on an indefinite hiatus.

In 2005, tragedy struck when guitarist John Philippidis was beaten and left for dead after a road rage incident near his home in Brooklyn. An extended hospital visit, which included a full month in a coma and radical facial reconstructive surgery, ultimately sparked a band reunion.

In 2010, **Burlap to Cashmere** headed into the studio with acclaimed producer Mitchell Froom (Elvis Costello, Paul McCartney, Sheryl Crow, Tom Waits) to begin work on new material. His rules were simple: "There would be no nudging and no Auto-Tuning.

We're going into this to capture everything that's organic about the band.”

Recalling the musical intimacy of Cat Stevens, Van Morrison, Bob Dylan and Simon and Garfunkel, coupled with Delopoulos' introspective and poetic songwriting, the album announces **Burlap to Cashmere**'s triumphant return in a record that will surprise longtime enthusiasts and intrigue the uninitiated.

Fans of modern troubadour outfits like the Avett Brothers and Mumford and Sons will find common ground with **Burlap to Cashmere**'s output, with the added textures of the Greek and Mediterranean influences further fleshing out the band's unique take on 21st century folk - rock music.

For up-to-date information on Burlap to Cashmere, please visit www.burlaptocashmere.com. Twitter: @B2Cband and Facebook.com/burlaptocashmere

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