

For immediate release:

July 22, 2011



JEFF BECK EDMONTON DATE SOLD OUT

Vancouver, BC ~ Paul Mercs Concerts is pleased to announce that the Jeff Beck show at Winspear Centre in Edmonton, AB on October 25, 2011 has SOLD OUT!

Jeff will be joined on his Fall 2011 tour by his phenomenal band including the Grammy Award-winning producer and songwriter Narada Michael Walden on drums, the dynamic bass player and singer Rhonda Smith, and longtime Beck collaborator, Jason Rebello on keyboards.

Eight-time Grammy Award winner Jeff Beck is one of the UK's leading artists and one of the most influential lead guitarists in rock history. He has been twice inducted into the Rock and Roll Hall of Fame as both a solo artist and a member of a group. His latest studio album, *Emotion & Commotion*, was nominated for five Grammy Awards in 2010, making Jeff Beck the most nominated rock artist of that year. Beck went on to win three Awards at the ceremony.

Beck has always sought after collaborating with new and exciting artists. Lately, he has worked with Imelda May, Imogen Heap and 20-year-old guitar prodigy Tyler Bryant, to name a few. He has performed alongside singers Kelly Clarkson, LeAnn Rimes and Joss Stone and most recently he has collaborated with New Orleans Jazz-sensation Trombone Shorty, combining their talents for a roof-raising performance at this year's Jazz Festival as well as performing on a track to be featured on Shorty's new album. In one of the most anticipated reunions of the current decade, Jeff Beck and Rod Stewart are currently working towards what hopes to become a new album.

Jeff's playing style continues to break new ground and reflect the eclectic musical mix that is his trademark. His live shows and virtuoso solos have become something of legend – a legend he will bring to Canada in the Fall of 2011....

October 12	Halifax, NS	Halifax Metro Centre
October 13	Moncton, NB	The Centre
October 15	Montreal, QC	Place des Arts
October 16	Ottawa, ON	National Arts Centre
October 18	Toronto, ON	Massey Hall
October 19	Kitchener, ON	Centre in the Square
October 22	Winnipeg, MB	Pantages Playhouse Theatre
October 24	Calgary, AB	EPCOR CENTRE's Jack Singer Concert Hall
October 25	Edmonton, AB	Winspear Centre
October 27	Vancouver, BC	The Centre in Vancouver for the Performing Arts

For more information on Jeff Beck, please visit <http://www.jeffbeck.com>.

Media Contact:

Teresa Trovato | Paul Mercs Concerts | 604.683.8762 | teresa@paulmercscconcerts.com

<http://www.jeffbeck.com> | <http://www.paulmercscconcerts.com>

About Paul Mercs Concerts:

Paul Mercs Concerts has over 35 years of in-depth industry experience in various aspects of the entertainment business: artist management, large-scale event production, and concert promotion. With concert promotion as the primary business, Paul Mercs Concerts is the only independent concert promoter to operate Canada-wide, coast to coast. Artists associated with Paul Mercs Concerts include Heart, Jeff Beck, Brian Wilson, Peter Frampton, The Moody Blues, Tom Jones, Willie Nelson, Chris Cornell, The Trailer Park Boys, Bill Cosby, Chris Botti, Diana Krall, George Jones, John Prine, Merle Haggard and Pearl Jam. From artists to media partners to audience members, Paul Mercs Concerts takes pride in its business and firmly believes in the true value of music. www.paulmercsconcerts.com