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Clara Lofaro Combines The Best Of Both Worlds - The Old And The New - On Latest Album Perfekt World

Url: <http://www.myspace.com/claralofaro>

As media buzz gets louder in her native Toronto, CLARA LOFARO is poised to turn up the volume in America as a "breakthrough artist" whose gently spirited music is in full grasp of the timeless qualities of the modern era's greatest compositions.

An eclectic songwriter and soulful performer who embraces pop, rock, R&B, jazz, and whatever else moves her, the 2006 Toronto Indie Week winner, now based in New York, combines the best of both worlds - the old and the new - on Perfekt World. It's Lofaro's third album on ComeTrue Records, the label she started as a Berklee College of Music student clearly inspired by Annie Lennox, John Legend and Laura Nyro.

Produced by Mark Turrigiano (Ingrid Michaelson's, Boys and Girls), Perfekt World continues the tradition of the new-age female singer- songwriter carved out by such mainstream mainstays as KT Tunstall and Amy Winehouse. It's music that makes you FEEL, the essential reason Lofaro believes people listen to all styles.

Back in Toronto, The Telegram declares "her take on pop music is inventive and almost arresting." Metro Toronto says "her vocals ooze with both vulnerability and defiance." And Red Deer Express notes "something immediately attractive about her jubilant approach to performing."

Lofaro's stirring voice is in full evidence on Perfekt World, from the quirky, trash-talkin' torchiness of "Bitch Go Off" to the crystal clear sweetness of the hopeful lead track, "Birds of a Feather."

In honor of the release of Perfekt World, Lofaro has teamed with Action Against Hunger (www.actionagainsthunger.org) to produce an upcoming video for the title track, while donating 20 percent of proceeds from all album sales. Action Against Hunger is an international relief and development organization committed to saving the lives of malnourished children and families by combating hunger in emergency situations of conflict, natural disaster, and chronic food insecurity.

"When it comes to hunger, it's a primary need that every person should be able to fulfill," says Lofaro. "It should be a universal human right. Everyone deserves to have food to eat."

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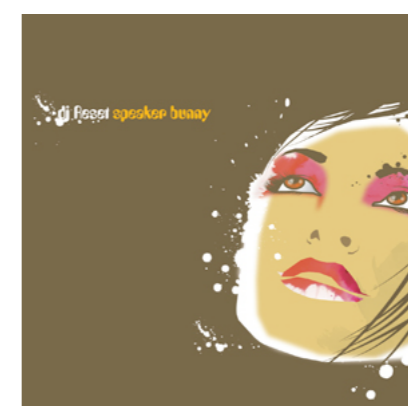
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