



# The Green Keys Tour

Frank Horvat | [contactme@frankhorvat.com](mailto:contactme@frankhorvat.com) | [www.frankhorvat.com](http://www.frankhorvat.com)

## FOR IMMEDIATE RELEASE

### **The Green Keys Tour Reaches All Across Canada**

*Piano concert tour showcases environmental sustainability*

**Toronto, ON, (February 10, 2010)** – Pianist, composer and music educator, Frank Horvat announces the launch of the Green Keys Tour - a yearlong, 50+ city, piano concert tour. This cross-Canada tour opens on Earth Hour (March 27, 2010) at The Assembly Hall in Toronto.

This tour supports the release of Horvat's second CD of original piano compositions, *A Little Dark Music*. This is the follow up to his critically-acclaimed first CD, *I'll Be Good*. Featuring four introspective tracks with an ambient tone, *A Little Dark Music* explores real world themes like the environment, poverty and Sept 11. Despite the serious subject matter, the composer went out of his way to create a positive tone, "My goal was to create a soundscape that would bring peace, joy and contentment for listeners through these sombre themes."

Horvat's new CD and all Green Keys Tour concerts feature a performance of *Earth Hour*, a 60-minute continuous composition inspired by and performed in the dark. Dedicated to the international event that takes place on the last Saturday of every March, 25% of the proceeds from the sales of *A Little Dark Music* will be donated to WWF-Canada (World Wildlife Fund) - one of Canada's most recognized and respected conservation organizations. "WWF-Canada is lucky to have such amazing supporters like Frank Horvat," says Tara Wood, Head of Press for WWF-Canada. "Events like the Green Keys Tour help us continue our work for a living planet".

The Green Keys Tour will incorporate sustainable touring practices that demonstrate environmentally-friendly behaviour. Horvat is committed to traveling only using public modes of transportation and having no printed programs at the concerts. *A Little Dark Music's* CD case is also printed on 100% recycled stock using vegetable inks.

The tour will also showcase businesses and organizations that put an emphasis on sustainability. Bullfrog Power, Canada's 100% green electricity provider, is a national sponsor of the Green Keys Tour. "We're delighted to work with Frank Horvat on this concert series, which will reach thousands of thoughtful and engaged Canadians," said Tom Heintzman, President, Bullfrog Power. "By bullfrogpowering the Green Keys Tour with 100 per cent green electricity, Horvat is not only reducing the event's impact on the environment, he is also helping to raise awareness among Canadians about the importance of new renewable power in Canada."

A composer who takes as much pride in performing as he does composing, Horvat promises that, "The Green Keys Tour will deliver a unique musical presentation featuring a mix of musical styles and original piano music that tell deeply personal stories." Horvat's music is virtuosic yet accessible. His connection and interaction with the audience makes for a personal concert-going experience.

The Green Keys Tour is truly a national event with at least one concert planned for each of the ten provinces. In his commitment that everyone get a chance to enjoy live music, Horvat has worked to make sure no admission fee is charged for any of the concerts.

###