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FOR IMMEDIATE RELEASE

December 9, 2014

**THE SHELDON AND KDHX PRESENT THE SHELDON SESSIONS  
FEATURING HURRAY FOR THE RIFF RAFF**

- Event:** The Sheldon Sessions featuring Hurray for the Riff Raff with special guest TBD
- When:** Sunday, May 3, 2015 at 8 p.m.
- Where:** The Sheldon Concert Hall
- Tickets:** Single Tickets go on sale Saturday, December 13 at 10 a.m. \$25 orchestra/\$20 balcony. Call MetroTix at 314-534-1111 or visit [TheSheldon.org](http://TheSheldon.org). For more information, call The Sheldon during normal business hours, Monday - Friday, 9 a.m. – 5 p.m.

ST. LOUIS - Hurray For The Riff Raff is Alynda Lee Segarra, a young woman quickly leaving an indelible stamp on the American folk tradition. Segarra came to international attention in 2012 with her debut album, *Look Out Mama*, which earned her raves from NPR, *The New York Times*, *Mojo* and *Paste*. Her breakout performance at the 2013 Newport Folk Festival left *American Songwriter* "awestruck" and solidified her place at the forefront of a new generation of young musicians celebrating and reimagining American roots music.

Segarra, a 26-year-old of Puerto Rican descent, grew up in the Bronx, where she developed an early appreciation for doo-wop and Motown music from the neighborhood's longtime residents. It was downtown, though, that she first felt like she found her people, traveling to the Lower East side every Saturday for punk matinees at ABC No Rio. She struck out on her own at 17, first hitching her way to the west coast, then roaming the south before ultimately settling in New Orleans. There, she fell in with a band of fellow travelers, playing washboard and singing before eventually learning to play a banjo she'd been given in North Carolina.

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*Presented in partnership with KDHX  
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