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## 11/11/1980 - Jeff Lorber Fusion

University Marketing and Communications

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November 11, 1980

FOR IMMEDIATE RELEASE

Jeff Lorber Fusion, one of the Jazz industry's hottest new groups will perform at Eastern Illinois University at 8 p.m. Sunday, Nov. 16, in the Union Grand Ballroom.

A composer-keyboardist-producer, Lorber has a sound compared to such forces as Chick Corea's original Return to Forever, and a band described as "a dynamic quartet that stresses pretty melodies, funky rhythms, inventive improvisations and intricate arrangements.

After their second LP, Soft Space, was released Jeff Lorber Fusion was selected Cashbox magazine's number one New Jazz Group of the year.

Within weeks after their third album (Water Sign) was released last summer, it shot to number one on the Goodphone jazz list and top four in all the other major trade charts, achieving sales remarkable for any jazz-oriented artist.

During a coast-to-coast tour in 1979 the group received rave audience reaction and very favorable reviews. For example, the Fort Worth Star-Telegram called the Lorber combination "intense, with a convincing energy that steals the listener immediately-- not letting go until the last note."

And, said Lorber, the experience helped the group "really come together as a unit...and (we) moved from relative newcomers to a mature, working group."

Jeff Lorber and his band will bring their exciting brand of fusion jazz to Charleston this Sunday, sponsored by the University Board in conjunction with the Union. Tickets are \$1.50 and will be sold at the door.