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FLORENCE/LAUDERDALE TOURISM HOSTS YOUNG SINGER/SONGWRITERS OF THE SHOALS – THE NEW GENERATION

Florence, Alabama— Florence/Lauderdale Tourism and the Muscle Shoals National Heritage Area will host a Young Singer/Songwriters of the Shoals event featuring Ethan Sak, Lucero Adame and Emmett Redding on Saturday, June 17, 2017. The free event will be held in at 2 p.m. in the Visitor’s Center Gallery located in McFarland Park.

“Music is not just a part of our past, it is very much still part of our present and future,” said Alison Stanfield, Florence/Lauderdale Tourism Director of Operations. “That is why we partnered with the Muscle Shoals National Heritage Area to feature the new generation of music coming out of the Shoals.”

Ethan Sak is 15 years old and became interested in music at a very young age. Sak has been actively involved in the music industry just over a year, signing his first writing contract with Gary Baker in May of 2016. His music has been influenced by local musicians such as Harvey Thompson, Gary Nichols and Gary Baker. All three musicians have worked with Sak as partners and mentors throughout his life. Sak’s other musical inspirations include Cake, Jack Garratt, Coldplay, Son Lux, Bon Iver and TwentyOnePilots. Sak can be found performing at Swamper’s Bar & Grill from 5-7 on a regular basis.

Lucero Adame is 14 years old. Adame has been working in the music industry for the past two years. Her music career started after winning a talent show and competing in Kids Fest Idol, where she won two free hours in the studio at the Nutt House. Travis Wammack is a huge inspiration to Adame’s career due to his early start in the music industry. Adame’s musical aspirations are to use her talent to help others and make people connect with one another and love one another. Adame has performed at Swamper’s Bar & Grill, The Rising Crust Pizza, McFarland Park, Handy Fest, Fiesta Mexicana, Wilson Park, Creative Grape, Kids Fest Idol and much more to come.

Emmett Redding is 16 years old and has been playing with other local musicians for over eight years. His musical interests began by learning how to play the guitar and sitting in at gigs with bands. Redding’s local influences rendered to be ‘too many to name,’ but his first teacher, Dillon Hodges has had a huge impact on the way Redding plays and hears music today. Redding hopes to continue to play music for the entirety of his lifetime. He can be heard at different venues all over the Shoals. One of Redding’s favorite places to perform is Champy’s in Muscle Shoals.

Andreas Werner, music producer, performer and Muscle Shoals music ambassador of Crazy Chester Music in Nashville will be conducting the Q&A sessions for each young performer. There will be time immediately following to meet with the young performers. Werner has conducted many events at the Florence/Lauderdale Tourism Visitor Center.