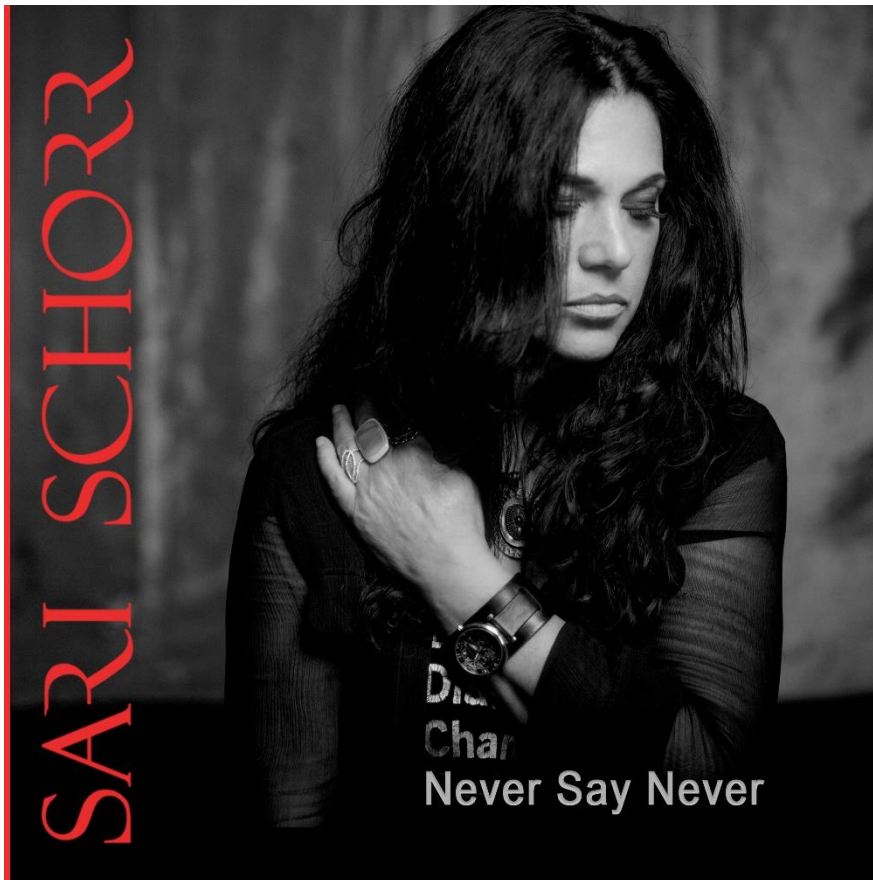


SARI SCHORR - NEVER SAY NEVER

**The Highly Anticipated New Album – Out Now
Playing London’s 100 Club during Blues Week**



“Songwriting is like running through the sand in stilettos. You really can’t get anywhere until you bare your soul.” – Sari Schorr

An Album in a Suitcase - A note from Sari

“Over the last 18 months, I have travelled from a loft apartment in New York, to a finca in Spain, lived over a bakery in Bath, on to a factory in Germany, stayed for a while at a sheep farm in Wales, stopped off at a holiday chalet in Skegness, UK, then to a gîte in France and finally to a barn in Norfolk, England. In each place I have set down my suitcase, full of half-written songs, met up with amazing musicians, writers and producers and finished my second album.

“It has been a long, hard journey, full of trials and tribulations, full of tears, full of joy, full of laughter, full of friendship, but most of all, totally worthwhile. I hope you agree.” – Sari Schorr

“Sari Schorr’s voice has been likened to having the power of Tina Turner or Elkie Brooks with the raw emotion of Janis Joplin.” – National Rock Review

Following the release of her latest album ***Never Say Never***, New York born **Sari Schorr** is thrilled to announce that she will be playing **London’s 100 Club** as part of its **London Blues Week** on **Friday 18th January** with **Sharrie Williams** – The Princess of Rockin’ Gospel Blues.

Sari Schorr has a voice like no other, hyper powerful, husky, muscular, with an incredible texture and range. She delivers sentences as a boxer would throw an uppercut to his opponent.



In 2016, Sari first burst onto the Blues-Rock scene with her critically acclaimed debut album, *A Force of Nature*, produced by iconic British Blues pioneer Mike Vernon (David Bowie, Eric Clapton, John Mayall, Fleetwood Mac, Peter Green).

Now, two years later, Sari is breaking new ground with her sophomore album, ***Never Say Never***. Sari insisted that the album be recorded live to capture the raw energy of her music. She has ventured deeper into her personal life. In the process, Sari has revealed herself with a vulnerability and honesty that she admits was as painful as it was healing. Her songs are highly crafted with vibrant lyrics that highlight just how good Sari is at invoking passion, grit, and empathy.

Sari’s success comes after years trudging the rugged road of life of the hard-working Blues woman. From her humble beginnings, working the music scene in the legendary fierce South Bronx of New York and on Manhattan’s Lower East Side, to a performance at Carnegie Hall, the operatically trained tornado stood her ground as a phenomenal Blues-Rock singer who would not be denied.

Sari’s home is her suitcase and her path has always taken her on the road less traveled. Her life is a story of never giving up, being true to yourself and pursuing your passions against all odds. It’s a story that is incredibly inspirational and a reminder why we should ***Never Say Never!***

TRACKLISTING

King of Rock and Roll (3:52)

Thank You (3:39)

Ready for Love (5:24)

Valentina (3:46)

The New Revolution (5:22)

Beautiful (6:48)

Turn the Radio On (4:55)

Maybe I'm Fooling (3:58)

Back to LA (3:31)

Freedom (4:42)

Never Say Never (3:36)

All songs written by Sari Schorr & Henning Gehrke except Freedom written by Sari Schorr & Steve Wright; The New Revolution written by Sari Schorr, Bob Fridzema; Never Say Never written by Ian McLagan; Ready for Love written by Mick Ralphs.

The Album *Never Say Never* was recorded live at The Grange Studios in Norfolk, UK*

Produced by Henning Gehrke & Engineered by Dave Williams

Musicians: Ash Wilson (guitar), Mat Beable (bass), Bob Fridzema (Hammond, keyboards), Roy Martin (drums).

Additional vocals and overdubs recorded at Starworks Music in Germany

Produced by Henning Gerke

*"Beautiful" and "Freedom" recorded at Superfly Studios, Nottinghamshire, Engineered by Andrew Banfield

Musicians: Neal Wilkinson (drums), Ash Wilson (guitar), Mat Beable (bass), Bennet Holland (Hammond).

The album was mixed by Tom Tapley in Atlanta, Georgia who credits include Blackberry Smoke, Bruce Springsteen, Counting Crows, Train and Pearl Jam.

The album was mastered by Jon Astley at Close To The Edge in London, whose credits include The Who, Eric Clapton, Rolling Stones, Norah Jones and KT Tunstall.



Album Track By Track

King of Rock and Roll

Written by Sari Schorr & Henning Gehrke

This song is a tribute to the great American blues singer-songwriter and musician Robert Johnson who influenced generations of musicians. The legend says that Robert sold his soul to the devil at a local crossroads of two Mississippi highways to become the greatest blues musician in history.

Thank You

Written by Sari Schorr & Henning Gehrke

I wrote this song for all the good people ruining great relationships. Self-sabotage is a mystifying loop of behavior that destroyed a relationship I really wanted. No matter what I did, this man I loved simply couldn't believe that he was capable of being loved. Perception can be more powerful than reality.

Ready for Love

Written by Mick Ralphs

In 1972 former Mott The Hoople guitarist Mick Ralphs brought this emotionally charged song to his new group, Bad Company. I love this song because it's about vulnerability and strength. I'm a huge Bad Company/Paul Rodgers fan.

Valentina

Written by Sari Schorr & Henning Gehrke

Since humans started exploring the planet, we've followed the water. The water pulls on me like the moon pulls on it. The ocean and all its moods fascinate me. It can be calm and turbulent. My mind is open and ideas flood in with the ebb and flow of the tide. I began working on the lyric to Valentina with The Mediterranean Sea at my side. I've spent my adult life focused, (nice way of saying, "Obsessed") with my career. Touring as much as I do, I've made sacrifices that I'm afraid I'll regret one day. I've missed so many milestones in the lives of my beautiful family and friends. Births, deaths, celebrations and challenges have come to pass while I've been out on tour. Valentina is my alter ego who learns too late that the high price of her pursuits have left her alone and broke in a world that is completely indifferent to her.

The New Revolution

Written by Sari Schorr & Bob Frizema, Ash Wilson, Mat Beable, Roy Wilson

Written in honor of Martin Luther King, Jr., America's pre-eminent advocate of nonviolence and one of the greatest nonviolent leaders in world history. Dr. King fought to end discrimination and segregation, to lift up the poor and marginalized with a peaceful revolution. His powerful message is as relevant today as it has ever been: "Stand up for righteousness. Stand up for justice. Stand up for truth."

We must.

Beautiful

Written by Sari Schorr & Henning Gehrke

When handed the old-fashioned, skeleton key to the small flat in Bath, the weight of brass reminded me of a ship's anchor that would prevent me from drifting. It gave me grounding as I dug in and began writing, "Beautiful." We live in a superficial culture driven to distraction in our pursuit of the unattainable state of perfection. Real love is an unconditional commitment to an imperfect person. I go through periods in my life when I feel undeserving of love and happiness.

Turn the Radio On

Written by Sari Schorr & Henning Gehrke

This is a sad story about finding the right man at the wrong time. Tom (named changed to protect the innocent) desperately tried to persuade me to run away with him to the West Coast. But I was focused on my music and embedded in my New York life. I stayed behind and watched his career flourish (like he said it would). I still can't help but wonder how things would have worked out if I had gone with him.

Maybe I'm Fooling

Written by Sari Schorr & Henning Gehrke

I know there are glaring hints that a relationship isn't good for me, like if someone is out-and-out abusive, but it's hard for me to figure out when a relationship is toxic. This song is about balancing vulnerability and empowerment to stand up for yourself and run like hell if necessary.

Back to LA

Written by Sari Schorr & Henning Gehrke

Walking barefoot across the cold terra-cotta floor in Spain connects me to the people who have felt this stone beneath their feet for thousands of years. I wonder what footprints I'll leave behind. There in the lonely hills of Andalucía, I felt a longing to connect with the past and found my inspiration for "Back to LA." If I could have more of anything in life it would be time. I've wasted so much of it. When you're young you don't realize how quickly it rushes past. I carry the burden of regret thanks to some pretty terrible decisions I've made. These days I try to use that regret in a positive way and I see that it has helped me become better at decision-making, coping and learning.

Freedom

Written by Sari Schorr & Henning Gehrke

Twenty children and six adults died when a gunman rampaged through a primary school in Newtown, Connecticut, firing a semi-automatic rifle before killing himself. We are not free if we have to fear the normal spaces in which we exist. Guns take away our freedom! The US Constitution was drafted in a nation very different to the one we live in today and long before the existence of semi-automatic guns. Folks, it's time for an overhaul.

Never Say Never

Written by Ian McLagan

This is a song with a whole lot of soul. Former Small Faces and Faces keyboardist Ian McLagan wrote this heartbreaking song after his wife's tragic death. Writing this song became part of Ian's healing process. By re-recording it, I hope this song will continue to offer comfort to those who need it.



SARI SCHORR
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