

Jason Plumb – Saskatchewan’s Musical Advocate

Regina, SK, February 8, 2010 - In the weeks leading up to the 2010 Olympic Winter Games, Saskatchewan singer-songwriter Jason Plumb, with his band The Willing, will be traveling across the country on a Vancouver 2010 Cultural Olympiad sponsored tour. Along the way, Plumb will be sharing his love for his home province with his most recent album, *Wide Open Music: Songs for Saskatchewan*. In Plumb’s own words, it’s his first compilation of sorts. The album culls its content from Plumb’s 20 year music career, including songs he’s been commissioned to write, and new work dedicated to the province Plumb calls home.

Plumb’s music career began in the mid 1980s as the frontman and songwriter for the Juno-award winning pop group, The Waltons. Like most musicians, he moved on to larger centres in the country, but his career eventually brought him back to Saskatchewan where he matured as a musical artist, using his skills to produce albums for other musical artists, scoring for film and television, as well as co-writing with his peers, all while pursuing his solo career. His first solo album, *Under and Over* came out in 2004 to rave reviews and critical acclaim. The Willing joined Jason as his capable backing band to tour the album, and they eventually became Jason Plumb and The Willing.

Riding the success of his first solo album Plumb was commissioned to write a song for the beloved Saskatchewan Roughrider Football Club. What he came up with was a new anthem for the team titled, “Paint the Whole World Green” which garnered him much attention and a new legion of green and white fans.

Following the song’s success Plumb was invited to create a song about his home province by Tourism Saskatchewan. What Plumb came up with was “Take My Breath”, a soaring composition that was chosen without hesitation. “The song resonated with us,” says Candace Phelps of Tourism Saskatchewan, “We felt that it had all of the sentiment and feelings that our residents, visitors and expatriates have towards the Province of Saskatchewan.” The song is featured in the organization’s *Woods and Water* video, showcasing some of the province’s 100,000 lakes and rivers and pristine wilderness areas, which offer endless opportunities for outdoor adventure and discovery.

Jason Plumb and The Willing kicked off the 2010 Cultural Olympiad tour on the East coast with Nova Scotia’s Jenn Grant on January 28th. Saskatchewan stops include The Exchange in Regina on February 10th, and Amigos Cantina in Saskatoon on the 11th. They will continue across the country en route to Vancouver on February 16, where the group will be performing in the New Songs, New Voices showcase with a collection of other talented singer-songwriters from across the country. Jason Plumb will also be a featured performer at the Saskatchewan Pavilion, located at Concord Place on the north shore of False Creek.

For additional information about Jason Plumb and The Willing, visit: www.jasonplumb.com .

For more information about the Saskatchewan Pavilion at the Vancouver 2010 Winter Games, visit www.saskpavilion.ca. For Saskatchewan travel information, visit www.sasktourism.com.

Contacts:

Daryl Demoskoff
Manager, Media Publicity
Tourism Saskatchewan
Phone: 306.787.3712
daryl.demoskoff@sasktourism.com

Amy McInnis
Media Relations
Tourism Saskatchewan
Phone: 306.787.2199
amy.mcinnis@sasktourism.com