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## INTRODUCING ELSKA

### *MIDDLE OF NOWHERE Album Inspired by the Land of Fire and Ice*

(New York, NY) Off the coast of Iceland, the land of fire and ice, an imaginary volcanic island has recently appeared – The Island of Elska. No passport necessary, no need to pack a bag, just bring your imagination and be ready to explore another world. **Elska**'s debut album, *Middle of Nowhere*, which released on September 4, 2012 on Winter Bear Records, has already received critical acclaim and both a Parents' Choice Foundation Silver Award and a NAPPA Honors Award, as well as national exposure through heavy rotation on SiriusMX Radio since its release.

The fictional character Elska is a modern pioneer who lives on this newly formed Arctic island. Song by song, this album transports the listener onto Elska's isle with a sparkling modern pop soundscape filled with hand-made micro-beats, dreamy vibraphone, percolating synthesizers and Elska's dreamy, heartfelt vocals. The Elska sound is at once childlike and sophisticated.

Set against this playfully minimalist modern music, the voice of Elska delicately combines a sense of wonder, play and joy. "I Just Had an Idea" celebrates the imagination and pride in one's own unique ideas. On "Don't Make Fun of The Goobler" we feel the combination of blissful affection and instinctive protectiveness toward someone we love. We take a hike up the island's volcano to catch the enchanting view of "The Land of Lost Socks" and stop to take some memorable pictures of our smiling friends on the bouncy "Click Click." While basking in the "Midnight Sun in the Arctic," Elska quietly marvels at the beauty of nature; and the title track, "Middle of Nowhere," encourages our spirit of adventure and exploration.

The Icelandic word Elska, to love, seemed like the perfect way to introduce a brand new children's music character. Accompanying Elska is a cast of quirky characters, including the prolific writer Winter Bear, a little green sidekick The Goobler, an elusive Arctic Fox, a colony of Lost Socks and more. Combining the whimsy of Winnie the Pooh and the otherworldliness of Dr. Seuss, Elska, like these timeless classics, is a complete fictional world in which the imagination may run free.

The brainchild of singer/actress Shelley Wollert and producer Allen Farmelo, *Middle of Nowhere* launches the Elska multi-media project for children. Wollert, who embodies the character of Elska, says, "Creating an entire imaginary world is also creating a safe place where children can go with their imaginations, for the length of a song or the duration of an album. My objective is to paint as realistic a picture as possible of all of the beauty on the island. As a little girl I loved inhabiting The Land of Oz and the Hundred Acre Wood of Winnie the Pooh, and the Island of Elska is intentionally like that, a whole world unto itself."

To support the album, Elska is bringing the fictional characters to life on the screen in a series of music videos shot in Iceland, with animation created in the UK and New Zealand. Then Elska will be taking her live show, an enchanting combination of music, theater and storytelling on the road.

*Middle of Nowhere* contains a glossy CD booklet full of delightful character illustrations and beautiful photography. It is available at retail nationwide and at islandofelska.com.

Title: *Middle of Nowhere*      Artist: *Elska*      Release Date: *September 4, 2012*  
Suggested Retail Price: *\$14.98*

Interviews, Digital Images and Contest/Promotional Giveaway CDs Available Upon Request.