

FOR IMMEDIATE RELEASE

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## **Local H.R. Director Ends Career & Starts Game Music Company**

San Rafael, San Francisco, Rohnert Park, CA April 16th, 2008

Last fall, Aaron Walz gave notice after a successful seven year Human Resources career at Drake Terrace Retirement Community in his hometown, San Rafael, to start his own business in San Francisco. Walz Music, which offers composition, recording and production of music for video games and other media, is still in the initial growth process and is seeking more exposure, new clients and looking to continue moving forward. Aaron believes others might be interested and inspired by this local story. He has a CD album being released in May called *From Another Shore* featuring some of the best Walz Music tracks. There will be live performances in San Francisco and Sonoma County accompanying the CD release. These performances will feature Aaron's music and also cover versions of other video game music.

Walz Music's vision includes some distinctive twists: First, they consider and create game music to be art and not just background fluff. Also, instead of using synthesizers exclusively for their tracks, they write and record for real acoustic instruments and voices. Aaron began composing when he was one digit old and soon was greatly inspired by game music, especially the *Final Fantasy* soundtracks by Nobuo Uematsu, now fairly well-known in the USA. Aaron did quite a bit of freelancing while he was earning his BA in music from Sonoma State University. Then, as Aaron says, "When corporate life became unfulfilling and too comfortable, I just decided to jump off the cliff and swim for it."

Immediately it was worth the risk as Walz Music received a "Best Soundtrack" award for the Independent Role Playing Game, *Aveyond*, from an online magazine, Game Tunnel. Walz Music has become the unofficial staff composition company for a few small up-and-coming companies such as Amaranth Games and Middlemind Games. Aaron has learned that running your own show is a huge investment in yourself, and also requires responsibility for things aside from your craft: marketing, accounting, design... and you are your own worst boss! However, he says, "The freedom and joy of doing what you love every day is certainly worth it."

From the Game Tunnel Review: [www.gametunnel.com](http://www.gametunnel.com)

*It's the best music I've heard to date in reviewing titles for Game Tunnel and I've played quite a few games lately. It's really refreshing to start a game up and not only hear original music, but have it be music and not some form of synthesized beeps accompanied by a driving bass line.*

Confirmed Live Show Dates: (May 25<sup>th</sup> is a dinner by invite only, all others are public)

May 25<sup>th</sup>, 7pm, Metro Kathmandu, 311 Divisadero St, San Francisco, CA  
June 1<sup>st</sup>, 1pm, North Light Books & Cafe, 550 East Cotati Ave, Cotati, CA  
June 5<sup>th</sup>, 6:30pm, Drake Terrace, 275 Los Ranchitos Rd, San Rafael, CA  
June 8<sup>th</sup>, 9pm, Apollo Coffee, 1064 Divisadero St., San Francisco, CA

For more information, forums and live show dates, please visit [www.walzmusic.com](http://www.walzmusic.com) or [www.myspace.com/walzmusic](http://www.myspace.com/walzmusic)

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## **Local Songwriter Gets Signed to an Italian Record Label**

San Rafael, San Francisco, Rohnert Park, CA April 16th, 2008

After being a fan of disco, trance & Eurodance music for many years, Aaron Walz developed a love for a music genre called "Eurobeat" - a fast and disco-like style of dance music produced in Italy and sold mostly in Japan. Aaron became an avid fan of dance music through "Para Para" Japanese club dancing and playing the cult classic video game *Dance Dance Revolution*. Inspired, he decided to start his own project, called "nR Element," with two of his classical vocalist friends he met through Sonoma State University, Eva and Ana. He wrote and recorded an album called *Miscommunication*, available on iTunes and CD Baby. The album contains many Italian-inspired dance tracks as well as a Eurobeat cover, which brought Aaron into contact with producers of this style of music during the mechanical licensing process. After a few years of gaining contacts, some live shows and getting nR Element out there via Myspace and forums, Aaron had one of his songs signed with an Italian record label, Akyr Music - a small label run by a famous producer from the "Italo Disco" era, Laurent "Newfield" Gelmetti. "*So Curious*," Aaron's first release with Akyr, is a remix of the original version found on nR Element's 2004 album release, *Miscommunication*. The remix has been released internationally on iTunes and many other legal download services.

nR Element, which stands for "In Our Element," is unique in that they blend classical songwriting, vocals and sensibilities into dance music. They also integrate their love for video game music and Japanese Anime by covering tunes from those fields. Aaron says, "To become a part of something you love for years, however small, is really a miraculous feeling." Becoming "international stars" is not something they envisioned after meeting on a choir trip to Italy and deciding to start a recording project. nR Element, affectionately called "The Curious People" in the Eurobeat community, is currently working on a second album and getting the word out about *So Curious*.

For more information or to own nR Element's CD's or downloads, please visit [www.nrelement.com](http://www.nrelement.com) or [www.myspace.com/nrelement](http://www.myspace.com/nrelement)

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