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'MAD MEN' RECEIVES MUSICAL TRIBUTE FROM LOCAL SOUL BANDS/BOWLING ALLEY

Memory Lanes, April 16, 2011 – How devoted are Twin Cities fans of AMC's hit show, *Mad Men*? They'll have a chance to prove their undying love for Don Draper and Joan Holloway – in costume - when three of the area's best-known soul music bands host *Sterling Cooper presents: The Mad Men of Soul* on April 16 at local retro-themed bowling alley, Memory Lanes.

James Rone, lead singer of The Robinson Caruso Organization, says, "We realized that there is an enthusiasm surfacing for the music and style of the early-mid sixties, and since our music is inspired by that time period, we saw an opportunity for something unusual and fun."

Local neo-soul band Soulacious and horn-funk ensemble Hip Replacement have joined the festivities, as has Minneapolis vintage store, Blacklist Vintage, who will be offering a 10% discount for any customers who are purchasing outfits and accessories to wear to the event. On the evening of the show, Memory Lanes is joining in the spirit of the occasion by screening episodes of *Mad Men* and offering specials on martinis and mint juleps.

Event organizer The Robinson Caruso Organization is an 11-piece R&B and soul music band, playing original music inspired by artists signed to Atlantic, Stax/Volt and Motown records in the 1960's and 1970's. Their music has been described as "irrepressibly joyous" (Metromix) and "the kind of soul music that is meant to turn a crowd into a community (The Examiner). *The Love Debt EP* is currently on sale on iTunes.

The Robinson Caruso Organization, Soulacious, and Hip Replacement are available for interviews and appearances. Contact James Rone at 612-978-3897 or robinsoncarusoorganization@gmail.com.

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