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Herb Alpert's "Puttin' On The Ritz" music video creates a compelling dance rhythm from the classic 1930 song



"Puttin' On The Ritz" images

Produced by Kerith Lemon

Los Angeles — June 26, 2013. **Herb Alpert**, founder of A&M Records and one of the most successful trumpet performers in pop history released his newest single and music video **Puttin' On The Ritz, Tuesday, June 25th**. The music video premiered on [VEVO](http://vevo.com). The single is available for a \$1.29 download on iTunes, Amazon, Google Play, and Spotify. "**Puttin' on the Ritz**" **dance** was performed [live](#) last night as the opening number on **Fox Network's "So You Think You Can Dance."**

Alpert delivers a refreshing contemporary interpretation of the classic song released in 1930, inspired by the 'swanky' **London Ritz Hotel**. The track's groove inducing beat, married with classic vocals by **Lani Hall and Herb's** iconic trumpet create a compelling dance rhythm.

"I always felt that if a song is fun to play then it would be fun to listen to. This recording seemed to me that it had international appeal, and we wanted to make a music video that conveyed the sense of fun that you hear" says **Herb Alpert**, "We had a wonderful team, led by producer **Kerith Lemon**, bringing the music video to life. **Glenn Kaino** added his brilliant creative vision and **Tabitha and Napoleon** of **So You Think You Can Dance** are the perfect choice for the choreography."

The "**Puttin' On The Ritz**" video follows the lead dancer on a musical journey, motivating everyone to join the promenade. The music has an undeniable charm coupled with an energetic and intricate dance routine creating a magical pied-piper like scene. The video features musicians **Lani Hall, Bill Cantos, Hussain Jiffry, Michael Shapiro** and dancer **Vincent Noiseux**. Twenty dancers from the first season of **So You Think You Can Dance Canada** are featured along with corps dancers **Kherington Payne** and others from **So You Think You Can Dance USA, America's Best Dance Crew, Dancing with the Stars, This is It, and Step Up**.

"The song is magical, anyone who hears is it compelled to dance" says **Kaino**. "Inspired by the contagious nature of the music, we imagined a world where everyone was down to jump in and start dancing whenever they heard the beat, and then told that story in one long, enchanted scene."

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In three weeks, July 17, **Herb Alpert & Lani Hall** will return to the **Hollywood Bowl** in concert. Performing a selection from the **Great American Songbook** and songs from their next album “**Steppin’ Out.**”

The **2013 Jazz at the Hollywood Bowl series** kicks off on **July 10th**. The series includes, among others, **Herb Alpert & Lani Hall**, **Sergio Mendes**, **Queen Latifah**, **Steve Martin**, **Roy Ayers**, **Natalie Cole**, **Buddy Guy**, **George Benson's Tribute to Nate King Cole**, **Dr. John's Tribute to Louis Armstrong** and **Wayne Shorter’s** 80th Birthday Celebration. The season marks **Herbie Hancock’s** fourth year as **Creative Chair** for Jazz with the **Los Angeles Philharmonic**.

For more information go to the Hollywoodbowl.com

Herb Alpert’s paintings and sculptures exhibit at the Robert Berman Gallery is on show until July 20th At the Bergamot Station Arts Center, Santa Monica. [See exhibit announcement with reviews](#)

Grammy-winning vocalist Lani Hall Alpert’s “Emotional Memoirs & Short Stories”
[See book release](#) | lanihallalpert.com

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