

August 1989

HERB ALPERT

Grammy award-winning musician, entrepreneur and philanthropist are some of the titles that place Herb Alpert into a special category as one of the most admired and respected members of the entertainment world community.

My Abstract Heart is the title of Herb Alpert's twenty-first and most current album release. During the twenty-five years of his brilliant recording career, there have been fifteen platinum albums and a string of hit singles which have become trademark successes throughout the world. He has won seven Grammy Awards and received dozens of Grammy nominations. Collectively, more than 72 million Herb Alpert records have been sold throughout the world, with five albums reaching Number One.

A talented painter for the past twenty years, Alpert's canvases, like his music, have evolved and grown. Plans have begun for the first exhibition of his colorful acrylics in the coming season.

Alpert's A&M Records (formed with partner Jerry Moss), celebrates its 27th anniversary this year. The overwhelming success of Alpert's personal career and that of the company, along with a number of other Alpert ventures, including the successful new women's fragrance Listen, enable him to direct the The Herb Alpert Foundation, whose charitable works support worthy music, education and humanitarian projects in this country.

Through the generosity and vision of Herb Alpert, a special endowment was launched this year to encourage and promote the study of jazz and to reward excellence in performance and education with the National Association of Jazz Educators. Among other organizations currently benefitting from the foundation are the University of Southern California School of Music, the National Conference of Christians and Jews Youth Leadership Program, the Herb Alpert Music Scholarship Fund (Los Angeles Unified School District), the Los Angeles Philharmonic Institute, and the Young Musicians' Orchestra.

Mr. Alpert is currently in the studio producing two albums, including one by his Grammy Award-winning wife, singer Lani Hall, and another by jazz legend Stan Getz.



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