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**LEGENDARY AMERICAN GUITARIST DEL CASHER HAS SIGNED TO BLUE PIE**

Blue Pie is extremely pleased to announce that legendary American guitarist and inventor ‘Del Casher’ has signed with the label on a worldwide exclusive distribution and publishing administration agreement. Del Casher is music royalty who has changed the course of rock and roll with his invention of the wah-wah pedal. He also created the Ecco-Fonic, the Fender Electronic Echo Chamber and the guitar synthesizer.

Since a young age, Del has worked in all areas of the entertainment industry. He starred in a radio show ‘The Many Guitars of Del Casher’ after he finished high school and earned a position with world famous RCA New York recording group ‘The Three Suns’ when he introduced his ideas of the Ecco-Fonic.  
  
His invention the ‘wah-wah’ pedal changed music forever! In 1966, ‘Vox Musical Instruments’ asked Del to develop and promote sounds for the guitar. He first introduced his creation to ‘Universal Pictures’ in 1967, producing a unique ‘wah-wah’ sound when he played his original music, which had never been heard before. His unique guitar sounds were featured in the NBC’s ‘News Centre 4’ theme, which played every night for 18 years and became one of the longest running TV themes in history.  
  
He was featured in the opening title theme for ‘The Traveling Saleslady’, and his ‘wah’ was also featured on the sound tracks for; The Ghost and Mr. Chicken, The Shakiest Gun in the West and The Ambushers. He appeared in films alongside the king Elvis Presley in ‘Roustabout’ and Jerry Lewis in ‘The Patsy’. He also produced and played for the alternate theme for Sony Pictures ‘Spiderman 2’.

He has composed music for ‘Chinco and the Man’ starring Freddie Prinze Jr. and produced, arranged and performed a Jimi-Hendrix style ‘wah’ for the film ‘Reindeer Games’. Nowadays, Del performs around the world as a soloist and is the composer for his ‘Americana Suite’ for orchestra. He has worked with the likes of Bobby Troup, Peggy Lee, Buddy Ebsen and Sonny and Cher.

Blue Pie has partnered with Planet Blue Pictures and Mr. Peter Bowers (Blue Pie SVP of Production and Content for North America), to produce a series of live shows featuring Del alongside some of his many legendary friends for a series of TV shows that will air in North America in 2014 under the name of ‘Del Casher and Friends’.

We are honoured to have Del Casher associated with us and we look forward to a long and prosperous partnership with a legend in the music industry. For all the latest news on Del Casher please visit his website at [**www.delcasher.com**](http://www.delcasher.com/)

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**ABOUT DEL CASHER:**

Del has studied at the [University of Pittsburgh](http://en.wikipedia.org/wiki/University_of_Pittsburgh) where he majored in communications. After college, he moved to Hollywood and was invited to perform as the guitar and banjo soloist on ‘The [Lawrence Welk](http://en.wikipedia.org/wiki/Lawrence_Welk)’ TV show. At that time, he also toured with ‘[The Three Suns](http://en.wikipedia.org/wiki/The_Three_Suns)’, who were known for their hit song ["Twilight Time"](http://en.wikipedia.org/wiki/Twilight_Time_(song)).

While on tour he introduced his new invention, the ‘Ecco-Fonic’, a tape echo device that was portable and could create echo effects that were previously possible only in the studio. At that time he became friends with [Ikutaro Kakehashi](http://en.wikipedia.org/wiki/Ikutaro_Kakehashi), who was the founder of the ‘Roland Music Corporation’ of Japan. Later, Mr. Kakehashi invited Del to Japan to perform and introduce the first Roland guitar synthesizer. He signed on with [Japan Victor](http://en.wikipedia.org/wiki/JVC) and Japan's [Union Records](http://en.wikipedia.org/w/index.php?title=Union_Records&action=edit&redlink=1) as a featured artist on more than 16 hit albums.

At that time, he was a much sought after studio guitarist in Hollywood. [Paramount Pictures](http://en.wikipedia.org/wiki/Paramount_Pictures) chose him to appear with [Elvis Presley](http://en.wikipedia.org/wiki/Elvis_Presley) in his movies. Elvis liked Del’s guitar playing so much so that he invited him to join his friends for future engagements. Del then received a contract to appear on [Gene Autry](http://en.wikipedia.org/wiki/Gene_Autry)’s TV show. During this part of his career, he played with a diverse assortment of musicians, ranging from; [Eddy Arnold](http://en.wikipedia.org/wiki/Eddy_Arnold), [Connie Francis](http://en.wikipedia.org/wiki/Connie_Francis), and [Bobby Vinton](http://en.wikipedia.org/wiki/Bobby_Vinton) to [Sonny and Cher](http://en.wikipedia.org/wiki/Sonny_and_Cher) and [Frank Zappa](http://en.wikipedia.org/wiki/Frank_Zappa)'s [Mothers of Invention](http://en.wikipedia.org/wiki/Mothers_of_Invention).  
  
His invention the ‘wah-wah’ pedal changed music forever! In 1966, ‘Vox Musical Instruments’ asked Del to develop and promote sounds for the guitar. He first introduced his creation to ‘Universal Pictures’ in 1967, producing a unique ‘wah-wah’ sound when he played his original music which had never been heard before. His team at Vox saw no use for the rich wah sound, believing that the strange effects pedal would be of more use to a trumpet. They did, however, let Del use the his new invention on one of his upcoming album productions. It went on to take the world by storm! His unique guitar sounds were featured in the NBC’s ‘News Centre 4’ theme which played every night for 18 years and became one of the longest running TV themes in history. Del has gone on to tour with many more legendary acts, and is now a soloist performer!

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 **ABOUT BLUE PIE THE RECORD LABEL:**

[www.bluepierecords.com](http://www.bluepierecords.com/)

Blue Pie Records is one of the world’s leading independent record Labels and publishing houses. Blue Pie Records has a wide range of alliance-partnerships which it calls upon to create distribution, production, marketing and promotional systems for our artists, labels and global content partners.

Blue Pie's priority artists include Sydonia, Burning the Day, Jack Derwin, The Benjamin Hyatt Band, Terry Oldfield, Phil Manzanera, Johnny Bennett, Suzanna Lubrano, The Objex, Gordon Waller, Dave Evans, Dale Bozzio, and Jessy Tomsko along with labels like ConcertHouse Music, TRAX Records, Mahoning Valley Records, Idyllium Muisc, Sugo Music, Deluxe Records, Reality Entertainment, and PLG Music Group to name a few. Our live concert and video clip library continues to expand and includes live albums, video clips, and video concerts from artists including, Chicago, The Cars, Tiesto, Steve Aoki and Dave Evans to name a few.

Blue Pie's roster of artists continues to gain worldwide recognition with chart success in the USA, Canada, Europe and Australia. Blue Pie is continually developing new markets for our artists, labels, content partners to connect and reach new consumers and fans for their music. The Blue Pie license team has placed over 2000 film, TV, cable show and advertising license sales over the past 3 years alone. The label provides transparent reporting and digital asset management services through its partner Blue Pie Data [www.bluepiedata.com](http://www.bluepiedata.com)

Blue Pie has developed exclusive digital content supply agreements with many companies including: DJ Central TV, Blue Vault Digital, Magic Blue Creative and their partners. The future is bright and we are wearing shades with our expansion into ASIA, North America and Latin America from 2013 onwards. For more information on Blue Pie please visit [www.bluepie.com.au](http://www.bluepie.com.au)

**Blue Pie’s label roster includes:**

* Electrik Blue Records USA
* Rock Forever Records
* Reality Entertainment (For Australian and New Zealand)
* Globalev World Music
* Deluxe Records
* Pride Music
* Concerthouse Music
* Self Made Records UK
* Media World
* UnCanny Inc
* Subsonic Records
* + Over 200 others. See our website for details.

***Search on 'blue pie' in Google for more information.***

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