

Multi-Platinum Vocalist LIRA to Perform at 2013 Obama Inaugural Ball



(Los Angeles, CA â€“ December 19, 2012) Award winning Afro-Soul vocalist LIRA will be performing on January 21st at The Mead Center for American Theatre in Washington, DC in celebration of the re-election of President Barack Obama. This signature event will be the first Inaugural Ball hosted exclusively by the international community. With over 2,500 expected guests, the first-class soiree is poised to be one of the most eagerly anticipated Inaugural events.

Following the official swearing in ceremonies and parade, the Inauguration event will include a stirring tribute, honoring President Barack & First Lady Michelle Obama by musicians LIRA, Mi Casa and AnanÃ© Vega, hosted by DJ Biz Markie. In attendance Ambassador to the U.S, Tebelelo Seretse of the

Republic of Botswana as well as other Heads of State, Ambassadors, Dignitaries, Consul Generals, and key Embassy officials. Also attending will be members of the United States Congress, State Department officials, cabinet members, appointees, as well as, other luminaries of politics and business.

Host committee members representing a myriad of diverse races, religions, cultures and countries have partnered to present this event, including; Ambassadors to the Republic of Trinidad and Tobago [Dr. Neil Parsan], Kosovo [Mr. Akan Ismaili], Morocco [Mr. Rachad Bouhlal], Panama [Mr. Mario Jaramillo] and the Republic of Botswana. Proceeds from the 2013 Ambassadors Inaugural Ball will support various domestic and international non-profit organizations, working diligently to make a difference in the lives of people in need and training the next generation of global leaders.

“The Ambassadors Ball will provide a monumental opportunity to congratulate the President on his reelection and honor his unwavering commitment to promoting peace and diplomacy throughout the world,” said Dr. Tebelelo Seretse.

Tickets may be purchased at <http://ambassadors-ball.eventbrite.com>

LIRA will also be performing at New York's S.O.B's on Wednesday, January 23rd. Tickets available at [Ticket Web](#).

Vocalist LIRA Covers the

September 2012 Issue Of Women's Health South Africa



(Los Angeles, California – August 21, 2012) Photographed for Women's Health's Solo Issue by Marc Cameron and styled by Marie Groenewald, LIRA performs on the latest cover which can be activated via the Aurasma application using a phone or tablet device. This interactive cover is a first for the Women's Health brand internationally.

"LIRA is the perfect cover star for a magazine which places so much emphasis on physical and emotional health," says editor, Kate Wilson, "not only is she in great shape and totally committed to looking after herself, but she has also built an incredibly successful career on her own terms. These are exactly the kind of values that Women's Health promotes in every issue." Readers look to the magazine for advice on how to carve out happier, healthier lives and "LIRA has graciously shared some of the wisdom she has learnt on her journey," says Wilson, "her story is both inspiring and full of practical advice."

To activate the cover and inside videos, download the [Aurasma](#)

[app](#) to your cellphone or tablet device –“ point it at the cover (or the opening pages of the Lira story) and watch her come to life.

Watch behind-the-scenes video from the shoot:

<http://www.womenshealthsa.co.za/life/celebrities/behind-the-scenes-with-cover-star-lira>

Sony Africa's #1 Selling Afro-Soul Vocalist LIRA to Release Rise Again on June 26th



[Listen to the Single "Feel Good"](#)

(Los Angeles, CA –“ June 20, 2012) Elegant. Soulful. Radiant. Few words come close to describing the rich, silky sound of South Africa’s preeminent female vocalist of the 21st century, LIRA. Widely regarded as one of South Africa’s top adult contemporary artist, LIRA has racked up an impressive series of achievements since launching her musical career nearly a decade ago, blazing a trail of accomplishments that

few artists in the history of the continent can lay claim to like releasing the first blu-ray, gracing the covers of an infinite number of fashion and lifestyle magazine and maintaining the largest Facebook following of any South African musician, with over 335,000 fans. Her flawless dossier boasts a multitude of accolades and nominations from South African Music Awards, MTV Africa Awards, BET Awards, Channel O Awards and MOBO Awards as well as Glamour Magazine South Africa's "Woman of the Year" – all of which have left an indelible impression on Africa-at-large.

LIRA is already a beloved superstar in her homeland, now with Rise Again the charismatic songbird is ready to introduce international ears to her elegantly yet earthy Afro-Soul; an urbane, sophisticated genre described as "a fusion of soul music, elements of jazz, funk, and African languages." In recent months, global media outlets have been taking notice, with Essence magazine naming LIRA one of "Five Unique Artists Set to Change Music in 2012."

Reared on a steady diet of American soul luminaries LIRA's music is a glowing testament to her immense growth, eschewing despair for lyrics replete with hope, love, and a profound sense of interconnectedness. One listen to Rise Again will confirm why LIRA has been embraced in a world as harsh as South Africa. The multi-lingual young artist's distinctive, effervescent song craft combines breezy melodicism, irresistible rhythmic drive and uplifting, personally-charged lyrics that allow such memorable tunes as "Feel Good," "Believer," "Ixsha" and "Phakade" "to fulfill her goal of making music that's "beautiful, uplifting, empowering and celebratory."

Rise Again"whose songs are drawn from LIRA's massively popular South African catalogue "offers a persuasive testament to the human spirit's ability to transcend in the face of obstacles and seemingly insurmountable odds, and her

confident and vibrant, inspired performances bring the songs' upbeat lyrical sentiments to life. While LIRA's music reflects her abiding love for such seminal influences as Miriam Makeba, Stevie Wonder, Aretha Franklin and Nina Simone, and sits comfortably alongside the contemporary work of such performers as Sade, Maxwell and Lizz Wright, but LIRA's singular voice and deeply personal perspective make her a one-of-a-kind recording artist, as well as a top-flight concert attraction.

In July 2012, LIRA will release her second live in-concert DVD LIRA: The Captured Tour – filmed during her sold out 2011 tour in South Africa. The release is expected to be an even larger success than her 2009 telecast LIRA; Live a Celebration which was tuned in by nine million South Africans, subsequently the DVD and Africa's first Blu-Ray went on to secure 4x multi-platinum certification becoming the country's fastest and highest selling music videodisc, supplanting international diva Celine Dion's reign at the top: Live in Las Vegas; A New Day.

Also in July, LIRA makes her cinematic debut as the support lead in the Antonio Falduto directed drama, The Italian Consul, a film centered around the trafficking of girls in Europe. The film will premiere at the Isola del Cinema Festival in Rome, where LIRA became only the second African vocalist to grace the Teatro Del Greco stage since Miriam Makeba. In August, LIRA'S poignant track "Change it All" will appear as the theme music in Oprah's Winfrey forthcoming documentary – OWLAG -surrounding her Leadership Academy for Girls based in South Africa which will air on her OWN Network.

As part of a new cadre of African artists making waves stateside such as K'Naan, Nneka, and D'Banj, LIRA sees herself as an ambassador of the new Africa: a land where, despite a recent history filled with obstacles, a future brimming with infinite possibilities lies. LIRA feels that this pressure to thrive outside of convention has bred a unique brand of ingenuity that will propel her and her fellow

artists to the world stage.

Sony Music Africa's Multi-Platinum Vocalist LIRA Releases EP Today on iTunes

[youtube]tPtZJUn8sF0[/youtube]

(Los Angeles, CA â€” August 9, 2011) Elegant. Soulful. Radiant. Few words come close to describing the rich, silky sound of South Africaâ€™s preeminent female vocalist of the 21st century, LIRA. Since embarking on her incomparable career nearly a decade ago, LIRA has blazed an astonishing trail of accomplishments that few artists in the history of the entire continent can lay claim to.

The Sony Music recording star has brazenly carved her own musical niche â€” a musical mÃ©lange as refreshing as a summer breeze. Her flawless dossier boasts a multitude of South African Music Awards, MTV Africa Awards and MOBO Awards as well as Glamour Magazine South Africa's Woman of the Year, fashion and lifestyle magazine covers, and platinum albums, all of which have left an indelible impression on Africa-at-large.

Today LIRA releases her 5-track EP, which will serve as her introduction to American audiences. The LIRA EP, a breathtaking collection of tunes culled from her amazing catalog, sits comfortably in the company of grooves by the likes of Lizz Wright, Sade, and Maxwell. The EP serves as a delectable audio appetizer for LIRAâ€™s full-length 14-track American LP *Feel Good* in January 2012. The EP features

stunning live versions of "Feel Good" and "Rise Again," as well as three exclusive tracks not contained on upcoming LP "Dance Of Life," "Crush," and "Ngiyabonga." The single "Feel Good" saunters with a silky confidence that opens into a vamp brighter than the morning sun. A polyglot with five languages under her belt, LIRA gives thanks and praise on the gratitude-filled "Ngiyabonga" (which means "thank you" in Zulu) sung completely in one of her many native tongues. The Spanish guitar driven "Rise Again" is an ardent lyrical testament to the triumphs of the remarkably resilient human spirit in the face of obstacles and seemingly insurmountable odds.

As part of a new cadre of African artists making waves stateside such as K'Naan, Nneka, and Blitz The Ambassador, LIRA sees herself as an ambassador of the new Africa: a land where, despite a recent history filled with obstacles, a future brimming with infinite possibilities lies. Just as certain as the mother of invention is necessity, LIRA feels that this pressure to thrive outside of convention has bred a unique brand of ingenuity that will propel her and her fellow artists to the world stage.

"We're proud of being African, but there's also a desire to be a part of the world. Part of the way we can raise the consciousness back home is when people see us rise on the world stage. We don't do it for the individual, we do it for the entire group."

In 2003 LIRA's debut album All My Love earned the grand distinction of dethroning an international superstar from the top spot, the title track knocked Beyoncé's "Dangerously in Love" off the #1 position on South African charts, marking the first time in history a local song had been played as frequently. In 2009, nine million South Africans tuned into LIRA's telecast LIRA Live in Concert: A Celebration, subsequently the DVD went on to secure triple platinum certification becoming the country's fastest and highest

selling music videodisc, supplanting yet another international diva's reign at the top: Celine Dion's Live in Las Vegas; A New Day.

LIRA has released four platinum selling albums including Feel Good (2006), Soul in Mind (2008) Return to Love (2010) and the soundtrack to Lira Live in Concert; A Celebration (2009) while the title track to her debut album "Feel Good" officially became the first music video from a South African artist featured on VH-1. In the summer of 2010, LIRA joined a line up of stellar artists FIFA World Cup Kick-Off Concert including Alicia Keys, Shakira, Black Eyed Peas and John Legend, performing a rousing rendition of "Pata Pata," a hit song originally recorded by the late Miriam Makeba. Later that summer, LIRA was also selected to take part in the 92nd birthday celebration of former South African president Nelson Mandela. Telecast live in 3D, her performance of the popular Labi Siffre anti-apartheid tune and Mandela favorite "Something Inside) So Strong" with the Soweto Spiritual Singers proved to be one of the most stunning live vocal performances in her career to date.

Now, after eight years of triumphant transcendence, prestigious accolades, and record-breaking milestones in her homeland, LIRA is poised to take America by storm.