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JAPANESE CULTURAL DRUMS COME TO LIFE

BOERNE, TX – February 19, 2012. Where can you go in the Texas Hill Country for a two-hour live concert that has been experienced by over 5 million people worldwide? Where can you experience technical mastery and passion combined with a rhythmic sensation, a flair for showbiz, and the marketing genius of bringing ancient traditions back to life? Boerne Champion High School Auditorium will feature this and more with the family entertainment package presented by Boerne Performing Arts...TAO, The Art of the Drum on Sunday, March 4, 2012, at 7:30pm.



The visually spectacular drum show TAO has become a worldwide phenomenon with its success at presenting traditional taiko instruments as contemporary entertainment. The two-hour show is bursting with a stage full of huge drums, martial arts choreography, and performers with gutsy energy that continue to cheer each other on with their percussion patterns in an aggressive one-upmanship while passing the beat around in a comic rhythmic ping-pong.

Taiko drumming originated as a spiritual ritual to evoke rain or a good harvest. Today the culture is kept alive by TAO (and other groups such as The Yamato Drummers) whose training regime points to their monastic origins. The performers live in a remote mountain lodge and train day and night before each international tour.

TAO's one performance in Boerne is part of their 2-month, 40-city, U.S. tour including performances stretching from Seattle to San Diego to Birmingham to Boston. The only other Texas venues securing this impressive company are Long Center (Austin) and Wortham Center (Houston). While ticket prices extend into the \$80 range at these other venues, Boerne Performing Arts is offering tickets priced at \$30-\$40-\$50.

A special promotional offer, Wild About Tao, is being offered with each ticket purchased at the Greater Boerne Chamber of Commerce or at the Boerne Convention & Visitors Bureau. Tickets purchased at those two locations will each receive a \$5 Gift Card for Petland-Boerne. This demonstrates the exemplary business partnerships being developed by Boerne Performing Arts in their efforts to provide a high quality performing arts program for the community.

Tao's appearance in Boerne is made possible by the generous sponsorships of Cordillera Ranch and The Boerne Star. Previews of the show and online ticketing are available at www.boerneperformingarts.com, and any ticket requests by phone can be made at 830.331.9079.