





*W*ill Holton, one of the newest saxophonists on the jazz scene has forged his place in the music world with his debut cd titled "Always". Holton was born in Buffalo and educated in Buffalo Public Schools. He is a graduate of Villa Maria College. Holton has recorded to date 2 of his own projects (cds) as well as recorded with the international choir "The New Beginnings Chorale Ensemble". Cementing his reputation of being a smooth savvy musician, he made a decision to crossover to jazz by working with such notables as longtime friend "2x Grammy Nominee & Pioneer of Smooth Jazz" - Najee, American Idol Winner-Ruben Studdard, "Grammy Award Winning Singer"-India Arie and formerly with Incognito-Maysa Leak.

He has also shared the stage with "guitar virtuoso"-Stanley Jordan, Keyshia Cole, Carl Thomas, "Hands of Soul"-Joseph Wooten, Ryan Leslie, Dwele and as of latest "Jazz Legend"-Roy Ayers just to name a few.

He also toured with "The UniverSouls Circus" in 2004. One of the momentous occasions for Will was being awarded the Buffalo Music Award as New Original 1st year artist.

Holton is the founder and president of Brandbuilderz and SSP Events and has made his international writer and publisher debut as he has written the song "Love You A Lifetime" for 2x Grammy Nominee Najee on his new album "Mind Over Matter" from Heads Up Records which also features Eric Benet and Jeff Lorber and is currently working as a co-producer on Najee's 2012 project.

Being released in winter of 2011 will be Will Holton's sophomore album entitled "Deuce" featuring "Neo-Soul King" Jazz vibraphonist-Roy Ayers and longtime friend "pioneer of smooth jazz" Najee, "Rythm and Soul Diva"- Tifani & Vocalist Roc (the writer) whom has written songs for artist such as Slim from 112, and Angie Stone.

Holton was honored with a call from Steve Quirk the voice of jazzfm.com "fusion flavours radio show" which is based in the United Kingdom to be a part of "fusion flavours 20th anniversary" compilation cd. Holton & Vocalist Jonathan Reed's rendition of "Just the Two of Us" (an R&B Classic by Bill Withers & Grover Washington Jr.) was received very well internationally as was the track that was chosen.

Holton said "I was thrilled to be a part of this compilation and to share the cd with notable giants in the industry such as Kirk Whalum, Fourplay, Euge Groove & Rick Braun."

Holton has been noted as a humanitarian working with many prestigious organizations such as the American Cancer Society, The Patty Perete foundation and March of Dimes. His varied career includes performances for auspicious sororities such as; Alpha Kappa Alpha, Zeta Phi Beta and Delta Sigma Theta.

He has been a continuous supporter and mentor to various Buffalo Public, Charter and surrounding area schools within Western New York including Harvey Austin as a musician & speaker as well as The Global Concept Charter School located in Lackawana. For the past three years Holton has enjoyed his role as one of the Charter schools Story Readers for their Annual Black History Month Celebration.

Holton's "Living the Dream" Experience is attributed to his many accomplishments, embodies Holton's message to youth.... "Despite the obstacles that may present themselves on the road to success.... perseverance, dedication and commitment are key. Take the little successes to reach your desired result and become a big success".

THE BUFFALO NEWS
July 31 - Aug. 7
GUSTO

A SOUND TRADITION
 The annual Pine Grill Reunion reveals, celebrates Buffalo's jazz club dynasty. **PAGE 18**

THE WEEK: Bill Koster, David Halverson and guitar heroes. **PAGE 22**
MOVIES: "The Heat Seeker" is the best film of the year. **PAGE 18**
MUSIC: A look at some new jazz from Duke University. **PAGE 18**

20 **pine grill**
jazz
CHALLENGER

Fighting Diabetes: The Real Terrorist
 Inside Rochester
 We have to thank it, James will be making the movie County Road.

The Pine Grill jazz festival kicks off its 20th anniversary this weekend.

CHALLENGER

"Healing Thru Music"

THE BUFFALO NEWS
Dec. 11 - 18
GUSTO

Give and Play
 Wrap up your holiday sets and seasonal DVD's for the holidays
Page 20

THE WEEK: A wonderful Christmas with Will Holton. **PAGE 22**
MOVIES: Robin Wright plays a woman in "Pigeon Letter." **PAGE 18**
ART: Something new at Duke's Village. **PAGE 22**
DINING: Extensive wine list is the star at Parings. **PAGE 14**

THE WEEK
Dec. 12 - 19

TELL ME

Will Holton, born and bred here in Buffalo, recipient of a Buffalo Music Award as best new artist when he was just out of high school, and now a veteran of performances with the likes of Stanley Jordan, Inci Arié and Keysha Cole—has been making a name for himself in New York City over the past few years. Hooking up with friend and mentor Najee—iconic sax man and purveyor of what is commonly referred to, for better or worse, as "smooth jazz"—Holton has taken on new duties as a promotions man, working with Najee to raise the man's profile through social networking sites and the like. Eager to blend his stellar musicianship with a 21st century "do it yourself if you want it done right" work ethic.

THE BUFFALO NEWS
Dec. 12 - 19
GUSTO

ARTISTS AT WORK
 Starlight Studio and Gallery is showing impressive creations across several forms
PAGE 20

THE WEEK: Will Holton celebrates his eight-birthday debut disc. **PAGE 22**
MOVIES: Jennifer Connelly stars in the remake of a wild classic. **PAGE 18**
DINING: The addition of all-beers in Kent's was worth the wait. **PAGE 18**
MUSIC: Anthony Hamilton's tour is star of the show on new release. **PAGE 18**

THE WEEK
Dec. 11 - 18

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editorials

The Buffalo News
Smooth and savvy
 page 2 feature interview

September 24th, 2010
 Entertainment - GUSTO

Saxophonist Will Holton—born and bred here in Buffalo, recipient of a Buffalo Music Award as best new artist when he was just out of high school, and now a veteran of performances with the likes of Stanley Jordan, Inci Arié and Keysha Cole—has been making a name for himself in New York City over the past few years. Hooking up with friend and mentor Najee—iconic sax man and purveyor of what is commonly referred to, for better or worse, as "smooth jazz"—Holton has taken on new duties as a promotions man, working with Najee to raise the man's profile through social networking sites and the like. Eager to blend his stellar musicianship with a 21st century "do it yourself if you want it done right" work ethic.

Holton is also a rather tireless promoter of the Buffalo music scene. He'll have his chance to marry all of these interests together at 7 p. m. Saturday, as he brings Najee to the Traf Music Hall (622 Main St.). This is not your average gig: Najee will be recording his first-ever live album for CD and DVD release at the Traf, where he will be joined by Holton, Alex Bugnon and others for a show blending soul, R&B and jazz—one that's sure to boast plenty of sax firepower. Tickets for "Najee's Smoother Side of Soul" are \$40 advance, \$45 day of (box office, Ticketmaster).—Jeff Miers

The Buffalo News
Happily being paid
 Cover Story Interview

August 9th, 2010
 Business - MONEY SMART

Will Holton played the saxophone on the side while his resume was filling up nicely with his management positions at local printing companies and he dreamed of being a technician for printing giant Xerox. But in 2007 he wandered far off that relatively safe career track for an unpredictable one in music.

And he's transformed his hobby into a multifaceted operation, performing at two packed shows a year at Traf Music Hall and providing music production, song-writing and marketing services to legendary jazz artists Najee and Roy Ayers. His new company, Brand Builderz.com, will broaden those services, extending them to other artists.

Will Holton has played his saxophone as the opening act for national recording artists Jon B., Keyshia Cole, Ryan Leslie and others. He has organized a concert at the Traf on Sept. 25 featuring Najee.

"A lot of good things are happening," the 30-year-old Buffalo resident said. "It's taken time to get to this point, but these are just confirmations that I've made the right decision and I'm doing the right thing."

AN EVENING WITH 2 TIME GRAMMY NOMINEE

Najee

WITH SPECIAL GUEST
Will Holton

FRIDAY • MAY 30, 2008

Lula Lounge 8pm & 10pm

1585 Dundas St. W., (East of Dufferin)
Toronto, ON, Canada
416.588.0307

530 ADVANCE (CAD) \$35 DAY OF SHOW (CAD)
www.najeeronline.com • www.lula.ca

Look for Najee's CD "Rising Sun" & Will Holton's Debut CD "Always"

AN EVENING WITH 2 TIME GRAMMY NOMINEE

Najee

WITH SPECIAL GUEST
Will Holton

SATURDAY • MAY 31, 2008

TRALF MUSIC HALL
6:30PM & 10PM

622 MAIN ST. (Downtown Buffalo)

ticketmaster \$30 ADVANCE (USD) \$35 DAY OF SHOW (USD)

Najee's CD "Rising Sun" & Will Holton's Debut CD "Always" will be available at Dora Records.

CD RELEASE PARTY

WILL HOLTON

LIVE CONCERT DEBUT CD "ALWAYS"

FRIDAY
DECEMBER 12, 2008

SPECIAL GUEST PERFORMANCES BY
4x Grammy Nominee "The Roots of Soul"
JOSEPH WOOTEN
Buffalo's Own "MidiMusic"
JOEY DIGGS
"Smooth Jazz Soundings"
JIMMIE HIGSMITH, JR.
W/HT Recording Artist
JONATHAN REED

FREE CD WITH PURCHASE OF TICKET

TRALF MUSIC HALL
622 MAIN ST. (Downtown Buffalo)

DOORS OPEN AT 8PM • SHOWTIME 9PM
FOR MORE INFO: 716.444.3016

SONG AND PRINCE OF BUFFALO ENT

JON B. & WILL HOLTON

LIVE BAND PERFORMANCES

A Soulful Spring Affair

4.10.2009

TRALF MUSIC HALL
622 MAIN STREET (DOWNTOWN BUFFALO)

DOORS 8PM - SHOW 9PM
HOSTED BY WOLK'S "MAGIC MAN"

FOR MORE INFO CALL 716.444.3016

ticketmaster Tickets Available at

SHMG EVENTS MANAGEMENT

in partnership with & hosted by
Debra Chamma-Morris
Buffalo Alumnae Chapter

Will Holton's Soulful Christmas Affair 09

with
JOEY DIGGS & NIKKI HICKS

There will be holiday giveaways & 10/10/10 1st - 200 guests who enter the doors you will receive a FREE SINGE from my NEW 2010 ALBUM "FACE TO FACE" featuring JOY AYERS!

ticketmaster
Group Tickets Available
RESERVED SEATING FOR 10 or more

For Info Call - Tony Shep at 716-444-3016

THE TRALF

SOUTHERN ENTERTAINMENT INC. & MUSIC TRAIL

SHMG EVENTS MANAGEMENT

ROY AYERS

Hosted by Will Holton

2 - LIVE SHOW'S - 7pm & 10pm

also featuring The Paragon Band

\$35.00 presale
\$40.00 day of show

SATURDAY - JANUARY 9TH, 2010

ticketmaster
716-850-2410

THE SOULFUL SPRING

UPSCALE affair

Feat: Bflo's Rising Indie Artists in R&B, Neo-Soul & Smooth Jazz

Will Holton • Dana Lewis • Johnal • Drea

BRANDBUILDERZ.COM & MRDWILSON.COM

THE ANNUAL CONCERT & PARTY EXTRAVAGANZA

Will Holton's SOULFUL CHRISTMAS AFFAIR

HOSTED BY WOLK'S "MAGIC MAN" & DJ HASSAN

PRE-SALE TICKETS \$30
SHOWTIME \$35

NEW! ENCLOSED
Group Tickets Available
RESERVED SEATING FOR 10 or more

SUNDAY
DEC 19, 2010

FIVE FIFTY BANQUET HALL
500 GENESEE ST. DOWNTOWN BUFFALO, NY 14201

TRALF Music Hall

622 MAIN STREET (DOWNTOWN) BUFFALO - NY

FRI. DEC. 11TH, 2009

DOORS AT 7PM & SHOW AT 8PM

SSP EVENTS & ESI EVENTS PRESENTS

RECORDING HIS FIRST LIVE ALBUM IN BUFFALO, NY

NAJEE

SMOOTHER SIDE OF SOUL

FEATURING
ALEX BUGNON • WILL HOLTON

SATURDAY
SEPTEMBER 25

TRALF MUSIC HALL

622 Main St. Downtown Buffalo
Doors opening 7:30 • Show 10:15pm
\$40 presale/\$45 day of show
by phone: 416-742-3000

Charles Coakley • Jason Mohr • Sandra Lopez • Madison.com

FRIDAY JANUARY 21, 2011

WINTER WONDERLAND Concert

Special Guest from Miami, FL: Soul
Audrey Burich • Joey Diggs • Kamen Iced

HOSTED BY: WILL HOLTON

FIVE FIFTY BANQUET HALL

500 Geneesee St. Downtown Buffalo 8pm
\$40 Advance / \$45 Day of Show (Good Included)
Purchase of Dora Records at Call 716-850-2410 or 716-447-1530
jason-mohr.com • brandbuilderz.com • madison.com • willholton.com

SSP EVENTS MANAGEMENT PRESENTS

SAT. DEC. 3, 2011

WILL HOLTON'S REACHOUT & LIFTUP CAMPAIGN

Featuring: Daniel Powell, Rod Bonner, Tlani, ROC "The Writer", Kaseena, Bruce Wojcik

THE COLOR GREEN (LANS CLUB)
145 Broadway (near Michigan)
Event starts at 2pm

SSP EVENTS MANAGEMENT PRESENTS

SAT. DEC. 3, 2011

WILL HOLTON "DEUCE"

The Sophomore CD Release & 1st LIVE Recording

Featuring: Daniel Powell, Rod Bonner, Tlani, ROC "The Writer", Kaseena, Bruce Wojcik

THE TRALF MUSIC HALL

622 Main St. Buffalo, NY
Doors Open 7:30pm • Show at 8:30
www.tralfmusic.com • www.willholton.com

his concerts with a purpose

His companies SSP Events Management and Brandbuilderz has provided Upstate NY with many concerts over the past 4 years featuring artists such as: platinum recording artist - Jon B., smooth jazz pioneer - Najee, jazz vibraphonist - Roy Ayers, smooth jazz pianist - Alex Bugnon as well as highlighting WNY rising musicians and singers. Holton's annual concerts Soulful Christmas and Soulful Spring are highly anticipated every year and benefit local charities such as Buffalo City Mission and Young Miss Buffalo & Miss Boriquen Scholarship Programs.

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for booking inquiries ■■■■

capture the "LIVE" experience

Yvonne Martin

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