SPARKS A-FLYIN'
Fall 2020 edition no. 3

Welcome to the third issue of our quarterly newsletter -- I hope it finds you and your loved ones safe in this rollercoaster time, hanging in there for better times in 2021. On this eve of Thanksgiving, I'm very grateful to share additional good news:

In addition to further radio airplay (so far, I'm aware of at least 10 different songs that have been played on at least 4 radio stations), it's been very exciting to have more print media visibility, such as an album review in the fall 2020 issue of *Rice Magazine* and this article that just came out in the fall 2020 issue of the peer-reviewed national education journal *The Jewish Educator*:
https://thejewisheducator.files.wordpress.com/2020/11/musical-midrash-and-talmudic-tunes-edutainment-for-adult-learners.pdf

This week, they announced the 5 finalists for the GRAMMY in the Best Folk Album category. While *Sparks* wasn't one of the 151 Folk entries chosen (who knew Folk would be such a popular category?!), I remain very grateful for the neat experience of being on the first-round ballot and I learned a lot about the process and enjoyed networking with fellow entrants. All in all, the album has gone farther than I could have expected in this pandemic year, and I feel more breakthroughs and visibility are possible in 2021!

Thanks again for your continuing interest! With the winter holiday shopping season upon us, if you have a friend who is eclectic in their musical (or Jewish) tastes, please let them know the album is available via many options from major platforms:
https://larrylesser.com/wp-content/uploads/2020/11/ACCESS.pdf

wishing you peace and a healthy happy 2021,
Larry