



FOR IMMEDIATE RELEASE

THE CHERRYTREE MUSIC COMPANY –

THE PROGRESSIVE, PIONEERING RECORD LABEL, MANAGEMENT FIRM & MUSIC PUBLISHER – CELEBRATES 20TH ANNIVERSARY WITH EPIC CONCERT FEATURING CHERRYTREE ARTISTS

STING, SHAGGY, MIKE EINZIGER (INCUBUS), CHANCE EMERSON, SOPHIE GREY. AND OTHER SPECIAL GUESTS

January 25th at the Belasco Theater in Los Angeles

Tickets On Sale [Here](#) This Friday, November 22

Net proceeds to benefit St. Jude Children’s Research Hospital

(NOVEMBER 19, 2024 – LOS ANGELES, CA) -- On Saturday, January 25th, 2025, pioneering record label, management firm and music publisher, the Cherrytree Music Company, will commemorate their 20th anniversary with an epic, one-night-only concert at the majestic Belasco Theater in downtown Los Angeles featuring performances by Sting, Shaggy, Mike Einziger (Incubus), Chance Emerson, Sophie Grey. and special, surprise guests. Net proceeds will go to benefit St. Jude Children’s Research Hospital.

Established in 2005 by GRAMMY-award songwriter/musician/producer, music executive and artist manager Martin Kierszenbaum with the release of the seminal album “Let It Die” by Feist - the first artist signed to Cherrytree - the maverick music company has been at the forefront of progressive music and culture since its inception. Over the last two decades, the Cherrytree Music Company has sold over 50 million albums and topped the Billboard Hot 100 singles chart 5 times by signing and releasing critically-acclaimed and commercially-resonant music by Feist, Robyn, Lady Gaga, Tokio Hotel, Far East Movement, LMFAO, The Police, Keane, Ellie Goulding, LaRoux, t.A.T.u., Disclosure, and The Fratellis as well managing global superstars Sting, Shaggy, and Mike Einziger from Incubus.

Cherrytree has also innovated remix initiatives by releasing culture-shifting renditions of their artists’ biggest hits by the likes of Bass Nectar, SCREAM and RAC. Cherrytree’s maverick acoustic performance space, “The Cherrytree House,” yielded timeless live recordings by Robyn, Feist and Lady Gaga whose Cherrytree House rendition of “Poker Face” was famously sampled by Kid Cudi. The Cherrytree Music Company has also led the way in securing exposure for their artists via music synchronizations through massive Apple campaigns with Feist and The Fratellis, Super Bowl ads featuring Shaggy and LMFAO as well as film and TV licensing for songs by LaRoux and Ivy Levan. The music company has also launched several global tours including “The Cherrytree Tour” starring LMFAO and Far East Movement and, most recently, Sting’s triumphant North American “STING 3.0” tour which recently culminated in 5 sold-out shows at The Wiltern in Los Angeles.

Cherrytree Music Company CEO, Martin Kierszenbaum, is an accomplished songwriter, musician and producer who has written and produced songs for Sting, Madonna, Lady Gaga, Halsey and French superstar Mylène Farmer. Kierszenbaum was nominated for 2 GRAMMY awards for his writing, performance and production work on Lady Gaga’s “The Fame” album and his writing, playing and production on Sting and Shaggy’s expectation-defying collaboration, “44/876” album.

The Cherrytree Music Company continues to shepherd the careers and expand the reach of established artists such as Sting, Shaggy and Mike Einziger whose composition “Wake Me Up” with Avicii and Aloe Blacc changed the landscape of modern dance music while at the same time championing emerging musicians such as folk/rock troubadour Chance Emerson, who recently received BMI’s prestigious “John Lennon” Award and kinetic

singer/keyboardist/producer Sophie Grey. whom High Wire Daze just heralded an “amazing artist on the rise.” Both exciting acts will be performing at The Cherrytree Music Company 20th Anniversary Concert on January 25th, 2025 at the Belasco Theater in Los Angeles along with additional surprise guests from Cherrytree’s illustrious, musical history.

Tickets for The Cherrytree Music Company 20th Anniversary Concert go on sale this Friday, Nov. 22nd [here](#).

For more information, please contact info@cherrytreemusiccompany.com

For more info on St. Jude Children’s Research Hospital, please visit www.musicgives.org

All Cherrytree Music Company 20th Anniversary Concert assets including poster art and visual trailer [here](#)