
THE PIANO GUYS

THE [next big thing!]



THE PIANO GUYS

WHO [are they?]

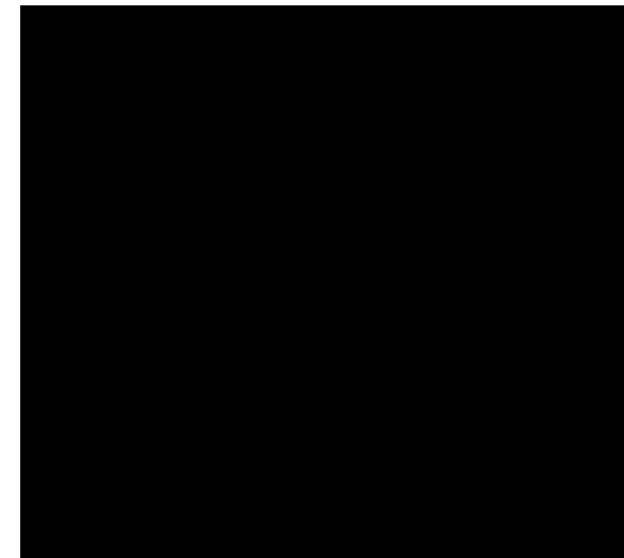


THE Piano Guys are a talented group of Utah dads who came together in a happenstance way.

IT all started when PAUL Anderson, the owner of a piano store in St. George named “The Piano Guys”, was exploring new and unique ways to market his store. Since JON Schmidt, a successful solo pianist, had been using his St. George store to practice for local concerts, Paul asked if he would like to take part in his videos by providing some music and getting to advertise his brand at the same time.

SHORTLY thereafter, STEVEN Sharp Nelson joined the team. Having performed with Jon Schmidt on previous occasions, he had many songwriting ideas of his own to contribute.

FINALLY, when Steven moved into a new neighborhood, AL van der Beek, his neighbor down the street, heard that Steven was also a musician and showed up at his doorstep to offer moving help. Through this chance meeting, Steven discovered that Al had an extensive home music studio. After that, they all began writing songs together and the synergy of The Piano Guys was born.



THE PIANO GUYS

WHAT [do they do?]

THE Piano Guys have a passion to create beautiful, uplifting music that inspires the society around them. In their own words, their [mission](#) “will always be to produce music videos that inspire, uplift, and make the world a better place. If we can make a positive impact in even one person’s life it has all been worth it to us.”

WITH a background in classical music, Jon Schmidt and Steven Sharp Nelson team up to combine the unique sounds of both piano and cello. They do this in a unique way by combining popular music of today with classical melodies. Old and new. In this dynamic, classical music is brought to life while still retaining a familiar sound and rhythm.

FOR inspiration, The Piano Guys also look to nature, family, God, and the people around them. Being members of The Church of Jesus Christ of Latter-day Saints, The Piano Guys only choose uplifting, popular songs to intermix with their classical foundation. They [believe](#), among other things, that the family should be supported by good music, so they only choose arrangements that their children would be comfortable viewing.

THEY continue to remain motivated through reading their viewers’ stories and learning about how their music videos inspire others.



THE PIANO GUYS

WHEN and WHERE [are they performing?]

THE Piano Guys perform their shows worldwide throughout the entire year. If you want to be notified of their upcoming shows, you can submit your email to their website under the [Tour](#) tab. From Santa Rosa, CA and Las Vegas, NV to Paris, France and London, UK, there is probably a show close to where you reside.

DURING their shows, The Piano Guys perform on stage with real instruments, but also incorporate large screens to show clips from their YouTube videos, professional productions, and other scenic footage. Often, either Jon or Steven will perform their beloved solo pieces or bring in new material to delight their audience.

IN any event, the audience is always treated to a full performance filled with the music they love, visual inspiration, new surprises, and sometimes even the opportunity to participate in the show!

CURRENTLY, you can purchase tickets for the May 11, 2015 show in [Las Vegas, NV](#) at The Smith Center for the Performing Arts - Reynolds Hall - at 7:30 pm. Tickets range in price from \$35 to \$79. Additional performances and locations can be found online.



THE PIANO GUYS

WHY [should I watch?]

SINCE their humble beginnings in 2011, The Piano Guys' YouTube channel has touched thousands of lives, reached over half a billion total views, and currently enjoys over three million subscribers. If those statistics aren't enough to convince you to listen to their music, you could do so simply to support their goal:

TO use their musical talent and visual creations to uplift and inspire the world.

AFTER being signed as a label by Sony in September, 2012, The Piano Guys were able to sell their albums to a worldwide audience in 2013 and 2014. Despite their increasing fame, The Piano Guys continue to remain advocates for inspiring music by retaining their creative licensing and arrangement rights with Sony.

BUT simply playing instruments aren't all these guys are up to! Their videos often showcase other talents as well. Let their acting skills entertain you in the [Cello Wars](#) and [Mission Impossible](#) videos. Witness other talented musicians as they take part in The Piano Guys vision, as seen in [Peponi](#) and [Don't You Worry Child](#). And explore beyond Utah's culture by experiencing each of the 7 Wonders of the World, as seen in [Kung Fu Piano: Cello Ascends](#).

THE Piano Guys have something for everyone to enjoy. So go beyond your radio to experience the extraordinary talent of The Piano Guys!

THE PIANO GUYS [by Nora Elsberry]

