

The New York Times  
620 8th Ave  
New York, NY 10018

Dear John,

Any emerging singer can integrate holiday music into their gigs, but not everyone chooses to relocate those gigs to a children's hospital like *Aires* has.

Based out of Manhattan, New York, local singer, *Aries* will be spending every other Monday at Mount Sinai Kravis Children's Hospital throughout the holiday season. She started at the hospital on November 19th, performed her second show on December 3rd, and will continue her gigs until January 27th. These shows are of course, free for any of the patients and families of patients who are willing to attend. *Aires* sings different holiday songs and also performs her new single, *Unspecified*, which was released this past summer. Her reasoning for her commitment to this project is quite heart warming. *Aires* explained that her little sister was once hit by a car and required numerous life threatening surgeries to recover. Her family spent nearly three months in the hospital which spanned over Thanksgiving and Christmas. She claims that the only reason this time was bearable for her family, were the activities that were planned for the children and their families. The activities brought her family, and especially her little sister, much joy, in a place where happiness is hard to come by. *Aires* is looking to provide other families with that same source of comfort, hope, and cheer.

John, this story would be extremely intriguing to your readers. We know your audience is mainly looking for inspiring feature stories that make them feel good. We believe *Aires*' actions along with her personal mission to help others will do just that. Jay *Aires*' efforts to bring even just a bit more happiness to these suffering children should not be overlooked.

In regards to the hospital, numerous children and parents are available and willing to partake in interviews, photoshoots, or other means in order for you to obtain the information you need. *Aires* is also available and can send you additional material about herself as well. I will send you her contact information if accepted.

This story should not go unnoticed. We've come to you first because we know you can develop a heart warming story that will entertain readers yet generate awareness for *Aires*. If you would like to pursue the story, please let me know as soon as possible.

Thank you for your time and consideration.

Sincerely,

Rachel Cross  
Manager  
(212) 222-1234/ Email: [crossr@PRagency.com](mailto:crossr@PRagency.com)

Cross PR Agency  
227 W 27th St  
New York, NY 10001

For Immediate Release

Contact: Rachel Cross  
(212)-222-1234  
crossr@PRagency.com

Exclusive To: John Harley  
New York Times  
New York, NY 10018

### AIRES RELEASES JANUARY TOUR DATES

**NEW YORK CITY, November 19th, 2019** Local singer, *Aires*, recently announced her January 2020 tour dates and locations on her Facebook and Instagram accounts creating a surge of excitement among her followers.

*Aires* will be touring alongside Newburgh, New York based band *Nectar From Heaven* playing 21 shows in 31 days. The venues range in location from every borough of New York City with a few additional shows in Jersey City and Long Island. Most venues do not require a cover fee to enter however, donations for both *Aires* and *Nectar From Heaven* are accepted. All shows start at 8pm and plan to last between one and a half and two hours. *Aires* will be performing songs from her album “Forever Me” including her most recent release, “Unspecified,” a song about the uncertainty of love and the wishful thinking that typically couples a long distance relationship.

When asked her feelings toward the upcoming tour *Aires* stated, “I am beyond excited. It will definitely be a long month but I have been wanting this tour for as long as I can remember. I still can’t believe my dream is really coming true,” (*Aires*).

###

#### **About Aires**

Aires is a 19 year old singer, songwriter who started her career in 2019 out of Cornwall, New York. She has since moved to Manhattan, New York and continued to perform and write there. Since then, she has released her newest single “Unspecified,” which is available on Spotify and Apple Music. Aires’ style of music is often described as Dream Pop, which smoothly and angelically allows for atmospheric elements to carry the melody and combines a soft and calming voice to sing the lyrics. Aires can be contacted via email at [airesaires@gmail.com](mailto:airesaires@gmail.com).

Cross PR Agency  
227 W 27th St  
New York, NY 10001

Release: December 9th, 2019

Contact: Rachel Cross  
(212)-222-1234  
crossr@PRagency.com

Exclusive To: John Harley  
New York Times  
New York, NY 10018

### MINI CONCERTS AT LOCAL CHILDREN'S HOSPITAL

In the hopes of spreading holiday cheer and boosting the moods of the children at Mount Sinai Kravis Children's Hospital, local singer, *Aires*, performs biweekly concerts which will continue through the end of January.

*Aires*, a singer originally from Cornwall, New York has made it her mission to raise the spirits of chronically ill children this holiday season through her music. She began performing on November 18th and will continue her service every other week until January 27th. During her performance she has sung holiday songs as well as original music including her newly released single, *Unspecified*. These "concerts" are entirely free as *Aires* claims the potential for positive impact of her singing is worth all of the money in the world to her.

When asked why this cause means so much, *Aires* stated, "When I was eleven years old, my four year old sister was rushed into emergency surgery after she was hit by a car. My family spent our Thanksgiving and Christmas at St. Luke's Cornwall Hospital. It was an extremely difficult time for our family but the people and the activities at the hospital were what made it bearable." *Aires* looks to promote the same optimism and joy that she was able to experience when her family was in a similar situation.

-more-

Her first performance on November 18th went extremely well. Over 40 children attended the show and were able to join *Aires* in singing classic holiday songs including *Jingle Bells*, *Winter Wonderland*, and *Let It Snow!* The children expressed their gratitude toward *Aires* with their laughs and smiles while parents went up to her at the end of the show thanking her for her time. One parent stated to *Aires*, "You are really making a difference. You truly mean the world to these kids." As a result, *Aires* was overjoyed with the feedback she received. "I cannot wait until my next show," she stated, "December 2nd can't come soon enough!"

Depending on the way the rest of the shows go, *Aires* is open to continuing her performances throughout 2020.

###

# FACT SHEET

---

Artist Name	<i>AIRES</i>
Tagline	FOREVER ME
Music Genre	ALTERNATIVE, DREAM POP
Sounds Like	LANA DEL RAY, BILLIE EILISH, LORDE, MELANIE MARTINEZ, HALSEY
Hometown	CORNWALL, NEW YORK
When Formed	2019
Discography	UNSPECIFIED (2019)
Instrumentation	PIANO, GUITAR, HARMONICA
Coverage	GIGS PLAYED ACROSS NEW YORK STATE GIGS PLAYED ACROSS NEW YORK CITY

---

**Anna Burke**  
INSTAGRAM: airesaires  
CONTACT: 401-725-3131,  
[airesaires@gmail.com](mailto:airesaires@gmail.com)

---

**Rachel Cross**  
PR Agent  
Contact: 212-222-1234  
[crossr@PRagnecy.com](mailto:crossr@PRagnecy.com)

## About *Aires*

*Aires* is a 19 year old alternative and dream pop singer- songwriter based out of Manhattan, New York.

Originally from Cornwall, New York and named Anna Burke, *Aires* knew from a very young age that she wanted to explore a career in singing and songwriting.

As a freshman in highschool, she joined a pre-established, local band called *Nectar From Heaven*. After three years as the lead singer, Anna decided to follow her dreams and venture off as her own artist. She renamed herself *Aires*.

In 2018, *Aires* continued her education at Hunter College in Manhattan, New York. While she is at school she often performs at venues within the five boroughs of New York City. While she is home for summers and long breaks, she performs at various locations throughout New York state.

In the summer of 2019, *Aires* released her first single, *Unspecified*, which is available for streaming on Spotify and Apple Music. The song expresses *Aires'* uncertainty of love and her wishful thinking that accompanies long-distance relationships.

In addition to singing, *Aires* is proficient on the piano, guitar, and harmonica. She often performs certain songs with one or more of these instruments

Aside from music, *Aires* is practicing her calligraphy skills in the hope of beginning a freelance calligraphy business in New York City. She currently practices lettering for events such as weddings or birthdays.