



THE WHITING
1241 E. Kearsley Street
Flint, MI 48503

PRESS RELEASE

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The Whiting Proudly Presents
ASHER ROTH
With Special Guests
As Part of Its *College Concert Series*

Flint, MI – The Whiting in partnership with Club 93.7 is proud to present ASHER ROTH live in concert on **Thursday, November 19 at 8pm**, the first of three shows this season as part of The Whiting's *College Concert Series*! All seats are \$10 with student ID (limit 2 per ID), \$20 for general public and are available at TheWhiting.com, by phoning (810) 237-7333 and by walk up at The Ticket Center located within The Whiting. The Whiting is located at 1241 E. Kearsley St. just off I-475 between the University of Michigan Flint and Mott Community College on the beautiful Flint Cultural Center campus.

Asher Roth is a suburban rapper who broke through to mainstream success in 2009 with his commercial debut single, "I Love College." Born on August 11, 1985, in Morrisville, PA, a suburban community of 10,000 people located northeast of Philadelphia, he began rapping as a high-school teenager and later began to develop a fan base while attending West Chester University, thanks largely to social networking websites such as MySpace and Facebook. His early releases include the 2006 mix tape album *Believe the Hype*. Rap industry businessmen

Scooter Braun (of the label Schoolboy Music) and Steve Rifkind (SRC Records) took notice of his talent and signed him to a major-label recording contract with Universal Music Group. In 2008 Roth began drumming up interest in himself on the underground rap scene with *The Greenhouse Effect Mixtape*. Hosted by Don Cannon and DJ Drama of the renowned Gangsta Grillz mixtape series, *The Greenhouse Effect Mixtape* was released online as a free download on *The Daily Kush*, a multimedia blog set up to promote Roth. In 2009 he released his commercial debut single, "I Love College," a party rap novelty hit that went all the way to number 12 on the Billboard Hot 100. On the heels of this mainstream breakthrough hit and the follow-up single, "Lark on My Go Kart," Roth released his full-length solo album debut, *Asleep in the Bread Aisle* (2009). Produced primarily by newcomer Oren Yoel, *Asleep in the Bread Aisle* was greeted with mixed reviews, most of which addressed the inevitable comparisons drawn between Roth and Eminem (a matter addressed by the rapper himself on the album track "As I Em").

This event is supported by the Isabel Foundation and Club 93.7.

The Whiting is a member organization of the Flint Cultural Center Corporation and is dedicated to bringing the performing arts to the community. The Whiting is a nonprofit organization and an Equal Opportunity Employer providing programs and services without regard to race, color, religion, national origin, sex or handicap.

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****Reviewer Tickets AVAILABLE. High Resolution Images available upon request.**

To secure tickets or request images, please contact Wendi Fournier at

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