

LUDUJEMO S DUŠOM
OCTOBER TOUR 2011

Stajci



TAJČI'S CAREER OVERVIEW

In the countries that were once part of the former Yugoslavia, Tajči is much more than a popular music star. She is a symbol of the euphoria that swept the region after the fall of the Berlin Wall—representing the hopes and aspirations of the people of the area.

A SENSATIONAL ASCENT

Her meteoric rise to stardom began at the age of 18 with her electrifying performance of “Hajde Da Ludujemo” (Let’s Go Crazy) at the Eurovision Song Contest in 1990— followed by an unprecedented whirlwind of press attention and public adulation not unlike the Beatlemania phenomenon the West had experienced in the 60’s. As thousands of people of all ages jammed Tajči’s concerts, her records achieved Platinum and Diamond sales. There was a Tajči doll, newborns were named after her, and the magazines and tabloids filled their pages with Tajči stories and photos.

Her life became a blur of concerts, video shoots, personal appearances and commercial tie-ins— an unending crush of photographers, adoring fans, and bodyguards.

A STUNNING DEPARTURE FROM THE SPOTLIGHT

Then, after just two dizzying years, Tajči ended it all— abruptly pulling the plug on her life of stardom, giving her money to charity and moving to New York. There, she studied, pursued her love of musical theater and sought spiritual renewal. As the years have passed, the public’s curiosity about her has only grown. When she visited Zagreb at the time of her father’s death— and after 16 years away from the spotlight— she did a single TV interview. It aired on the evening network news at an unprecedented length of 15 minutes. The ratings went through the roof (estimated at 70% of households). The next day, the network servers went down because of the unprecedented demand, as people went on the internet to see Tajči once again.



A RISING TIDE OF INTEREST

In the past two years— with the region recovering from war and social upheaval—there has been a growing nostalgia for the optimism of the Tajči era, and a wave of interest in her music. Her songs are staples at events ranging from sporting contests to nursery school sing-a-longs, and from college parties to wedding receptions. Beautiful new arenas have been built in the major cities and, coupled with the rise of a strong regional promoter, there have been a string of sold-out performances by many of the music world’s hottest performers.

A GROWING FOLLOWING IN THE U.S.

For her part, Tajči has not been standing still. She has been touring the U.S. with a series of spiritual concerts— doing hundreds of performances over the last ten years, stretching her voice and musical skills with emotional tributes to faith. She has released a steady stream spiritual and mainstream recordings, DVDs and TV Specials. And she has become a mother, proudly raising three young boys. With her kids now in school, Tajči has been creating new projects and new material at a stepped-up pace. She recently indulged her love of 40’s era music with a big-band tribute to the songs of Frank Sinatra and Ella Fitzgerald. A new musical she wrote has gotten positive notices and is now being developed for the stage. She is even the founder of a musical theater for children.



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Fueled with a new creative fire, Tajči is now taking on perhaps her biggest challenge yet— mounting a series of arena shows to not only celebrate with her fans, but to once again bring the kind of joy and pride to the people she loves that will inspire them with new hope for the future. And, working with a team of top live event technicians, musicians and artists, she is determined to bring the kind of high quality production that will not only entertain, but will demonstrate to the people of the region that one of their own can achieve with the best in the world.

LUDUJEMO Š DUSOM – TAJČI'S CONCERT EVENT OF 2011

Press Release – For Immediate Release

KNOWN AND LOVED BY MANY AT A VERY YOUNG AGE, TAJČI SPARKED A WAVE OF OPTIMISM AND HOPE FOR HER COUNTRY. HER INFECTIOUS ENERGY AND MUSIC ROCKED A NATION. NOW, NEARLY 20 YEARS LATER, SHE IS READY FOR HER REUNION CONCERT TOUR.

FIVE CITIES, AMAZING MUSIC, GREAT PRODUCTIONS, A CELEBRATION OF THE PAST, AND A LOOK TO THE FUTURE; TAJČI IS GOING BACK TO SING, DANCE, CELEBRATE AND REJOICE WITH THE COUNTRY THAT WILL FOREVER BE HOME. THE TOUR – LUDUJEMO S DUSOM – IT'S TIME.

A REUNION FOR THE PEOPLE

[Zagreb, Croatia ~ 19.05. 2011] – So why come back to perform, why now? As a musician Tajči has always had something to say. Whether it was through her magnetic smile, her wild hairstyles, or her colorful dresses; the purity of what was on her mind and in her heart came through. At a young age, it was a true need to sing, dance, and celebrate with everyone who loved music and wanted to feel alive.

“This kind of love for music was so deeply engrained in me from the Croatian culture and my Croatian upbringing,” says Tajči. I have truly traveled all over and have lived in the largest, and most artist friendly cities in the world but I have never found the deep connectedness to music in the people there.” I realize the ability to tell a story, cry from sadness, and rejoice in joy –through song – is just one of the magical and beautiful traits of our culture.”

That is why Tajči is returning to perform five arena size concerts in her homeland. She is completely dedicated to producing a show that transforms the venue into a party for the people; a party that will honor and celebrate the pure joy and necessity of great music. The production will take everyone there back to the past, the struggles, the victories and the feelings through music of that time. Tajči will sing many of the songs from the past and will bring the images and true history of the past into the experience.

“Yes, the past is rich and complicated for everyone in our region, but healing comes with hope and optimism for the future”, says Tajči. “I will “go crazy” with the songs from the past but only to shine a light on the future.” When I look around the world I see a lot of countries and people struggling to find their way, and Croatia is no different. But what we have different from what they have is the joy of music and the ability to forget it all when we are singing. Deep within our ancient history we have been guided and inspired by song...and that is where my concerts will go.”

Tajči will release a handful of new songs and will have a few surprise performers join her on stage during this historic concert series. She will share the stage with a people from all over the region, something that could never have happened twenty years ago.

“LUDUJEMO S DUSOM, is a name that I came up with because it describes exactly what I want to do – right now in this stage of my life; I want to go crazy with heart and share that excitement with every person in my homeland.”

The concert production will be visually impressive and unforgettable while the music quality will rival that of the western acts that come into the region. It will be priced at a point that everyone can come to see the show and to be a part of the party.

PRESS RELEASE – FOR IMMEDIATE RELEASE



LUDUJEMO Š DUSOM – TAJČI'S CONCERT EVENT OF 2011

Known and loved by many at a very young age, Tajči sparked a wave of optimism and hope for her country. Her infectious energy and music rocked a nation. Now, nearly 20 years later, she is ready for her reunion concert tour.

Five cities, amazing music, great productions, a celebration of the past, and a look to the future; Tajči is going back to sing, dance, celebrate and rejoice with the country that will forever be home. The tour – LUDUJEMO Š DUSOM – IT'S TIME.

LUDUJEMO Š DUŠOM
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THE CITIES & DATES

OCTOBER 14 – ZAGREB ARENA, Zagreb, Croatia

OCTOBER 15 – BELGRADE ARENA, Blegrade, Serbia

OCTOBER 19 – SPALADIUM ARENA, Split, Croatia

OCTOBER 21 – ZETRA ARENA, Sarajevo, Bosnia and Herzegovina

OCTOBER 28 – STOŽICE ARENA (new), Ljubljana, Slovenia

Tajči's concert promises to be one of the most anticipated musical events of the year. Tickets go on sale March 1, 2011. To purchase, please visit www.ludujemo.com.

A LOOK BACK

Tajči's abrupt departure nearly twenty years ago was stunning. She was at the top of her career and was loved by many. As a little girl, she always dreamed of telling stories through music, performing in a way that the melodies she sang would touch people to their core.

At an early age she began to perform with her father; and at age 19, her dreams came true when she electrified an international television audience, estimated at over a billion people in the Eurovision Song Contest. Her release of “Hajde da Ludujemo,” at a time of political and social changes, sparked a wave of optimism and hope for her country and for young Tajči.

Over the next two years, Tajči's life became a blur of concerts, appearances, photo shoots and media demands. Although she loved performing for her fans, the grueling schedule isolated her from her family and the people that meant the most to her. “I began to feel nothing but isolation, loneliness and sadness,” says Tajči. “I knew I was losing myself, so at age 21 – I made a bold move to find my own voice.”

THE VOICE WITHIN

While in America, Tajči studied musical theater at the prestigious American Music & Dramatic Academy. She continued to focus on her voice and her music while rediscovering herself. She remained anonymous for several years. Her complete love for music kept her performing in New York, but for much smaller crowds and only taking gigs when she loved the music and felt totally alive when singing it.

While settled there, Tajči began to explore her Catholic faith. She found an immediate family in the church and her connection to God gave her the spiritual freedom that she so dearly craved. She channeled the joy that came from her new found spiritual freedom into music, and began to write songs that expressed the hope, love, and freedom that she was beginning to feel.

“I remember feeling awakened in every sense of the word at that time in my life. To the outside world, I appeared to have it all, money, fame, a great career. I could never explain to anyone, (including myself on some days), why it wasn't enough – and then, I found my faith, which allowed me to look deep within myself to find out who I really was. And that journey, combined with the deep sense of belonging I felt with God, awakened a voice within me that led me to share my spiritual experience through music.”

Tajči, along with her husband Mathew Cameron, has released eight CDs and three DVDs, as well as written and produced a series of spiritual concerts that has touched thousands of people. Tajči performed for Bishops, Archbishops, members of Congress, and the US Senate. Her unique style, original songs, and artistic quality has been recognized by Catholic and Christian media (EWTN, TBN, etc)

In addition, to her highly regarded spiritual concerts, Tajči has a number of major projects that she is working on in the U.S., including the opening of her original musical, in which she stars, "My Perfectly Beautiful Life. The play is about four modern women in search of balance, in a crazy, hectic world. The show has won numerous awards and the opening night was a sell-out. While creating great things with her art over the last 15 years, Tajči moved from New York to Los Angeles. She became a mother to three sons and considers this to be her greatest accomplishment.

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