

"The first polka band to perform at a Woodstock Festival!"

FRITZ'S POLKA BAND

6081 ROCK ROAD

VERONA, NY 13478

(315) 363-3509

fpolkaband@aol.com

www.fritzspolkaband.com

www.facebook.com/fritzspolkaband

www.twitter.com/fritzspolkaband

"Sponsored by Coldcock Whiskey!"

March 29, 2015

FOR IMMEDIATE RELEASE:

FRITZ'S POLKA BAND NOW SPONSORED BY COLDCKOCK WHISKEY!

Fritz's Polka Band (FPB) from Verona, NY, announced today that they're now sponsored by Coldcock Whiskey, an American herbal flavored whiskey produced by Zeiler Spirits LLC (owned by co-founders, Rick and Sarah Zeiler). Prior to this new sponsorship, FPB was sponsored by Jagermeister for over 12 years.

"My band had a great run with Jagermeister and we thank them for a fabulous 12+ years that featured FPB items including three CDs, four posters, two banners, two t-shirt designs, two shot glass designs, two match book designs and more," said Fritz Scherz, band leader of Fritz's Polka Band. "We're excited about this new opportunity with Coldcock Whiskey as Rick Zeiler was the mastermind behind the Jager band program that FPB had been part of. Also, during our time with Jager, we worked closely with Adam Grayer, who was Jager's marketing/band coordinator and was the person who called me in 2002 offering my band a sponsorship from Jager. Adam is now with Coldcock Whiskey and we look forward to working with him as well as Rick once again as they've believed in us for many years! Being an American herbal flavored whiskey, Coldcock Whiskey's carving out its own niche in the alcoholic beverage industry, much as the way FPB has done for 36+ years in the music industry. Although my band has the word 'polka' in its name, we never wanted to be limited to only that genre when it comes to performing, as we love playing an eclectic mix of tunes! Here's hoping for bigger and better things from Fritz's Polka Band and Coldcock Whiskey! Cheers!"

Fritz's Polka Band has been performing for over 36 years, and made history in 1999 by becoming the first polka band to play at a Woodstock Festival in Rome, NY. FPB has made 18 recordings and appears on *"The Manchurian Candidate"* DVD, released in 2004. FPB won a Just Plain Folks Music Award in the Best Polka Song category for *Bialczak's Polka* in 2008. FPB won an Upper State Independent (USI) Award in Syracuse, NY in 2008 and 2009. In 2009, FPB won a Syracuse Area Music Award in the Best Recording: Other Styles category for their *"Reflections"* recording. In 2010, FPB was inducted into the Syracuse Area Music Hall of Fame. In 2011, FPB had two songs ('Grandparent's Polka' and 'Here Is Fritz's Polka Band') included in two episodes of the TV show, 'Breaking Bad'. FPB was nominated in 2012 for two USI Awards. In 2013, FPB released their 18th recording, a double live CD entitled, *"The WSKG Sessions"*. In late summer of 2014, all FPB members were nominated for national awards by the Cleveland-Style Polka Hall of Fame!

For FPB info, view the band's website: www.fritzspolkaband.com, Facebook page at: www.facebook.com/fritzspolkaband, and/or their Twitter feed at: www.twitter.com/fritzspolkaband. For Coldcock Whiskey info, go to: www.coldcockwhiskey.com

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