

Jascha vs. Jascha, *A Cure for Sleep*

It began with a nightmare. When he woke, Jascha Hoffman decided to keep track of his dreams on a blog. Then he began to send them to his friends, sparking a series of musical collaborations that grew into a sort of pop dream catalog. In time this grew into the set of vulnerable and eccentric songs at the heart of his first album, *A Cure for Sleep*.

With hushed vocals and unexpected twists, the songs on *A Cure for Sleep* open up a world of intimacy and loneliness. They have the playfulness of Regina Spektor, the earnestness of Sufjan Stevens, and the wit of the Magnetic Fields. Like dreams they cover a wide range of moods and registers—anthems and lullabies, curses and laments, hymns and whodunits.

A Cure for Sleep features an impressive roster of musical talent, from string players Loren Ludwig and Dina Maccabee (*Wilco*) to Norwegian guitarist Bjørn Solli. It was produced by Jesse Olsen and recorded in San Francisco by Scott McDowell (*Sean Hayes*, *Billy Joel*), with a dreamlike cover designed by Shawn Feeney.

Since cutting the record Jascha (*ya-sha*) has embarked on an experiment in open-source songwriting by inviting fans to collaborate on budding songs at jaschavsjascha.com. As a result, hundreds of listeners on social networking sites like Facebook will have the chance to contribute to the next album.

- **National press and radio campaign**
- **SF release at Rickshaw Stop (4/28)**
- **NYC release at Rockwood Music Hall (5/12)**
- **“Drunk” video release on May 25**
- **Broad social network with open-source song blog: jaschavsjascha.com**
- **Contacts: press@jaschavsjascha.com, booking@jaschavsjascha.com.**



1. **Some Hungry Guy**
2. **Green & Grey**
3. **Mirror**
4. **Corydon**
5. **Too Young**
6. **Phonograph**
7. **Curse**
8. **Believers**
9. **Are You Awake**
10. **Drunk (video)**

Release Date	04/20/10
Format	CD
Catalog Number	JVJ-1
Suggested List	\$10
File Under:	Pop



UPC # 8-84501-27035-9



Jascha Hoffman is a songwriter and journalist living in San Francisco. He has toured and recorded with the indie-folk band *Girls in Trouble* (J-Dub Records).