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**NINE-TIME GRAMMY® WINNER SHERYL CROW
TO HEADLINE THE UMBRELLA CONCERT SERIES EVENT
IN PARTNERSHIP WITH *SALT LICK SESSIONS***

Three Exceptional Emerging Artists supported by Salt Lick Incubator to Perform
Alongside Iconic Rock Star on February 7, 2025



WHAT: The Umbrella Arts Center, in partnership with [Salt Lick Incubator](#), is thrilled to welcome nine-time GRAMMY® Award-winning [Sheryl Crow](#) as headliner for its sold-out February 7th installment of its concert series. This event is part of a broader initiative featuring Salt Lick Incubator artists at multiple concert events each season.

This special evening will feature not only the talents of iconic rock star and songwriter Sheryl Crow, but three powerful emerging artists from Salt Lick Incubator as well. Fans can anticipate captivating performances by the dynamic Argentinian singer/songwriter [Paula Prieto](#), the heartfelt story-teller [Vincent Lima](#), and alt-outlaw country sensation [Kyle Ray](#). The Umbrella Art Center's Concert Series, which annually features select performances by Salt Lick Incubator Artists, is held in its beautiful 350-seat, state-of-the-art theater.

The Umbrella Arts Center is a multidisciplinary regional arts center comprising robust arts education, performing arts, and visual and public art programs in the heart of the historic Concord Center Cultural District. Its concert series has featured sold-out, intimate shows with artists like Lyle Lovett, Sara Bareilles, Natalie Merchant, Ben Folds, Indigo Girls, Lake Street Dive, John Mayer, Brandi Carlile, and many more.

Founded in 2022, Salt Lick Incubator has swiftly established itself as a beacon for emerging musicians and is led by an illustrious artist advisory board including **T Bone Burnett**, **Jon Batiste**, **Patrice Rushen**, **Susan Tedeschi** and more.

WHO: A multi-generational icon, **Sheryl Crow** has been creating feel-good hits for over three decades, including classics like *"All I Wanna Do"*, *"If It Makes You Happy"*, and *"Soak Up the Sun"*. In Crow's music, she seeks to inspire the younger generations through captivating and meaningful lyrics. While her music is a key part of her life, it is important to note her passion for working with charities. Some of these include The Breast Cancer Research Foundation, The World Food Program, Feeding America, Adopt A Classroom, the Elton John AIDS Foundation, MusiCares, the Delta Children's Home and many other worthy causes. [@sherylcrow](#)

U.S.-born singer/songwriter **Paula Prieto** dives into her Argentine roots in her music to create pieces that tell a meaningful story. As a rising star in the Argentinian music scene Prieto captivates listeners' hearts with a passion for music that transcends borders. Her latest EP, *esto es para mí*, struck a chord with listeners, thanks to soul-stirring singles like "Lo que elegiste" and "Yo nunca sé nada de ti." In 2024, she opened Lollapalooza Argentina and toured with artists like Mexican singer-songwriter Bratty and Portuguese singer-songwriter MARO, earning recognition on international stages. Fueled by her passion for storytelling and her love for the guitar, Prieto is gearing up for her next musical venture, blending folk, rock, and indie-alternative in her debut album, *TEMPORAL*, set to release later this year. [@pilipresh](#)

Born in Chicago and raised in New Jersey, **Vincent Lima** began his song-writing journey at the age of five and has never looked back. He discusses some of his life experiences in his raw and heartfelt music. While dealing with the loss of a close friend, Lima found the best release was to not only write about what he was feeling, but also to express it through song. Rooted in classic folk influences such as Jackson Browne and Cat Stevens, his soulful, blues-tinged vocals and genuine lyrics continue to define his sound. He recently wrapped a U.S. headline tour at the end of 2024, and this spring, will embark upon his first world tour. [@vincentlima](#)

Born in a small town in Barren County, Kentucky, **Kyle Ray** is a rising alt-outlaw country artist whose vivid and captivating lyrics paint a detailed picture of his small-town life. He blends classic country with folk to make a memorable sound of his own. A current Berklee Popular Music artist, and recent performer at 2024's Bourbon & Beyond music festival, Ray is rapidly making his mark on the industry as a rising star. [@kyleray_music](#)

WHEN: Friday, February 7, 2025, at 7:30 pm

WHERE: The Umbrella Arts Center, Theater 144 (40 Stow St, Concord, MA 01742)

TICKETS: All tickets are SOLD OUT for the February 7 Sheryl Crow concert with *Salt Lick Sessions*; This special evening is a benefit performance for The Umbrella Arts Center.

For up to date announcements and ticket onsale information for the next *Salt Lick Sessions* concert at The Umbrella on March 28, 2025 and all other future Umbrella Concert Series dates, please join The Umbrella Arts Center's mailing list [here](#).

For more information on Salt Lick Incubator and The Umbrella Arts Center, please visit saltlickincubator.org and theumbrellaarts.org

ABOUT SALT LICK INCUBATOR

Founded in 2022 by former Berklee College of Music President Roger Brown, the nonprofit [Salt Lick Incubator](#) is reshaping the landscape for artists by providing support, grants, essential career guidance, and exposure to new audiences through such vehicles as WERS Radio's [Salt Lick Sessions](#) and the [Salt Lick YouTube channel](#). Its unwavering commitment to fostering diverse, emerging musicians is a testament to its belief in the transformative power of music. Salt Lick Incubator is currently home to 37 music artists including: Tiny Habits, Alisa Amador, Trousdale, Micah Edwards, Chance Emerson, Phillip Michael Scales, The Arcadian Wild, and more.

ABOUT THE UMBRELLA ARTS CENTER

The Umbrella Arts Center is a cultural leader in MetroWest Boston providing broad and diverse access to a wide range of performing arts, visual arts, and arts education. Through these offerings, The Umbrella promotes creativity, learning, personal growth, and cultural exchange. Annual programming includes theater, concert and film series; year-round gallery exhibits; and vibrant classrooms and courses for all ages. The Umbrella is also home to more than 50 studio artists and artists-in-residence. See <https://TheUmbrellaArts.org>.

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