

# Brulé

**A NATIVE AMERICAN EXPERIENCE  
OF SIGHT, SOUND & SOUL**



[www.brulerecords.com](http://www.brulerecords.com)

The origin of Brulé's hauntingly beautiful music started with an unexpected discovery. Paul was adopted at birth and raised by two wonderful parents in the small farming community of Worthington, Minnesota. Always interested in music, Paul formed a variety of rock-n-roll bands throughout his high school years and beyond, but gave up music to support his wife Kathy and their children, Shane and Nicole.

When his parents passed away within months of each other, Paul grieved for his loss. In going through their belongings, Kathy found a piece of paper hidden away in a desk drawer for years...Paul's adoption papers. It was then Kathy traced the steps back to a tiny reservation in central South Dakota called Lower Brulé. One simple phone call changed Paul's life forever: "Hello, bro...you're Lakota," came a voice, with an invitation back to the reservation.

Thanksgiving 1993 Paul, Kathy, Shane and Nicole, drove from Minnesota to South Dakota to meet his blood family. As they crested the final hill the full width of the Missouri River came into view. It was beautiful, vast, and stretched to both horizons. Nestled along the river's edge lay the tiny community of Lower Brulé. Somehow even the sky seemed bigger and the imagery captivated Paul's soul.

They were welcomed home with open arms and given a Star Quilt, a gift of honor. Although Paul's biological parents were deceased, he met a brother, sister, and many extended relatives. Sitting around the kitchen table Paul saw a photo of his birth mother for the first time. As they began to unravel 38 years of family history in a single evening, Paul discovered another important aspect...both his grandmother and great-grandmother were musically gifted. He realized for the first time, he'd inherited his gift, now stirring within him again.

Like the days of long ago, Paul and his family embarked on a journey west, leaving suburban Minneapolis for "the rez." Their new setting opened a door into a world of tribal ceremonies, visits with elders, pow wows, forgotten trails, traditional foods, and historical sites that included their own backyard along the Little Bend on the Missouri River where explorers Lewis and Clark made their famous journey in 1804. They learned about sacred sites like Bear Butte and Paha Sapa, the beautiful Black Hills, and participated in Native American festivals all across the Upper Midwest and Desert Southwest.

Through this and more, the music of Brulé was born as Paul reflected on the wonder of it all...a single strand of thread woven between both worlds, when the hands of one mother placed him in the hospital cradle for reasons unknown, to the hands of another mother who picked him up and brought him home.

## THE STORY OF PAUL LAROCHE



*"I have shared my story openly and honestly over the years. I have a unique background as a product of two worlds, and it remains my role to serve as a bridge between two cultures in the hopes of healing and reconciliation.*

*Xitakuye Oyasin... We are all related."*

*-Paul LaRoche*



# HIDDEN HERITAGE ON RFD-TV

When Paul LaRoche and his family moved from suburban Minneapolis to the Lower Brule Sioux Reservation in South Dakota, they stepped into the heart of the Lakota world and soon discovered a cultural tapestry rich with tribal traditions and sacred ceremonies. It was there, seven miles down a long dirt road on the big bend of the Missouri River where Paul, his wife Kathy, and their children, Shane and Nicole, began to understand and absorb Paul's true heritage, hidden from him since birth.

Hosted by Paul LaRoche *Hidden Heritage* is now in its second season on RFD-TV, featuring inspiring and uplifting stories from his personal journey into Native America. As founder of the award-winning contemporary Native American group, Brulé, Paul and his family have traveled across the heartland performing their unique blend of music for 15 years. Show topics for *Hidden Heritage* are gathered from their own experiences as they reconnected with Paul's blood family from the Lower Brule Sioux Tribe and met indigenous people from all walks of life.

Wildlife and nature have played a significant role to the American Indian culture for centuries. Paul and Shane will take a close look at how hunting and conservation programs operate on Native American lands. Farming and ranching topics are also covered when Paul makes a visit to the Lower Brule Tribal Farm to talk about land ownership, the beef industry, and agricultural principles on reservation lands.

The episodes cover a variety of themes—some with humor, some with important historical elements, some with musical components—whether told from the simple setting of their backyard fire pit or the grandness of America's majestic Mount Rushmore National Monument.

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The show takes a close look into life on the Lower Brule Sioux Reservation, one of the tribes that made up the Great Sioux Nation. Another episode showcases a current day Native American Pow Wow, an annual event that's "part-county fair, part-family reunion, and part-church social." This unique festival brings all generations together for three days to celebrate Lakota traditions through song, dance, and ceremony.

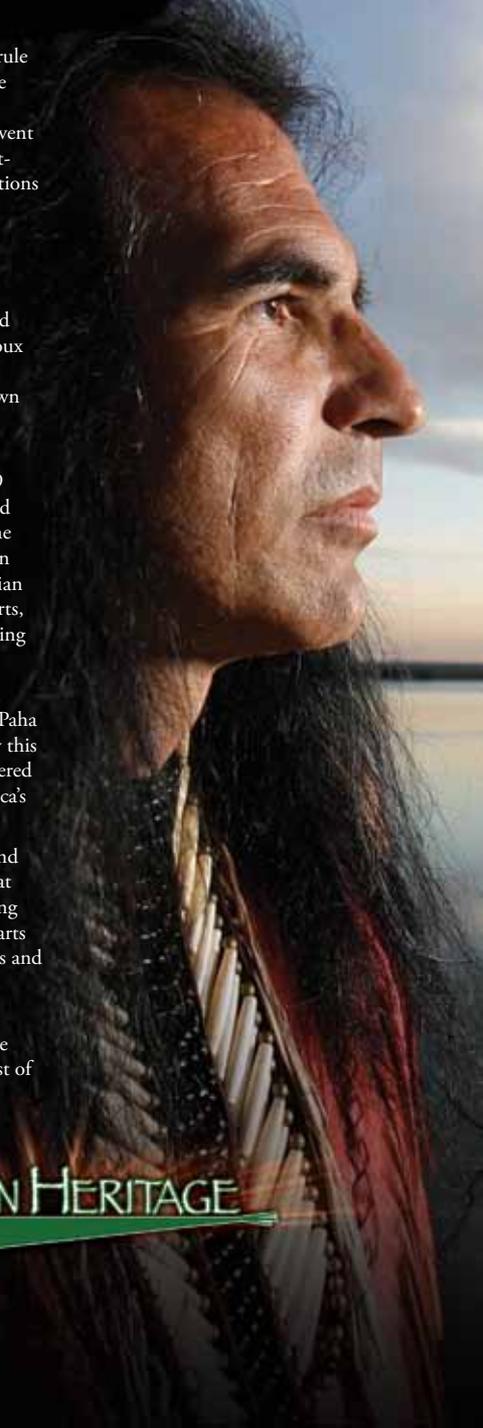
Paul's re-entry into Native America has given him the opportunity to spend time with Lakota elders and spiritual leaders. Listen in as Paul sits down with Sioux elders and tribal leaders to hear in their own words some of the great wisdoms that have been passed down through the generations.

Featured guests include real-life Native American heroes, such as Officer Joaquín Guerrero and his K-9 Rookie who faithfully serve their and community and country. An episode titled Gifts of Hope follows One Nation-Walking Together, a nonprofit organization in Colorado that serves those in need on American Indian Reservations. Other topics cover Native American arts, entrepreneurs, and music, including the award-winning Cherokee National Youth Choir from Oklahoma.

Cameras follow Paul to historic and sacred Siouan sites, such as Mato Paha, Bear Butte State Park, and Paha Sapa, the beautiful Black Hills. Viewers will see why this area in the southwestern corner of the state is considered "the jewel of South Dakota" and is still one of America's great family vacation destinations.

Paul and friends take to the road via motorcycle and travel the back roads of reservation lands with stops at historical sites and breathtaking scenic overviews along the way. Other episodes spotlight Native American arts and introduce American Indian festivals held in cities and small towns all across the country.

Join along with Paul and his family as they retrace their steps across the heartland, reuniting with people who have impacted their journey, showcasing the best of Native America to the RFD-TV audience.



# BRULÉ

AT RFD-TV THE THEATRE

A beautiful Native American experience unfolds on stage in bold, brilliant colors at the RFD-TV Theatre in Branson, Missouri. Paul LaRoche, known as the Native American recording artist Brulé, together with his musical entourage performs a unique blend of contemporary Native American sounds and rhythms in a powerfully, stunning performance.

Described as an experience in 'sight, sound and soul', the two-hour show features selected titles from their discography of twelve CDs along with Paul's personal message of reconciliation between cultures. Each song is accompanied by beautiful choreography and breathtaking Native American dancers wearing traditional regalia. Dances include the Eagle Dance, Hoop Dance, Men's Fancy Dance, Women's Fancy Shawl, Men's and Women's Traditional Dance, and Grass Dance. The group's hauntingly beautiful music and live performances have created a contagious excitement that is sweeping the nation.

Now one of the top-selling Native American recording artists, Brulé has sold over a million CDs worldwide. Brulé was named Native American "Group of the Year" three times by the prestigious Native American Music Awards (NAMMYs), and has earned a total of seven NAMMYs since 2002. Brulé's Pikes Peak Holiday Concert was recently voted "Concert of the Year" by readers of the Colorado Springs Gazette in the Gazette's 15th Annual "Best of Springs 2009."

For the past 15 years Brulé has traveled coast-to-coast with annual performances in venues ranging from outdoor arts festivals and tribal casinos to the world-renowned Ordway Theater in St. Paul, Minnesota. The group's most spectacular event took place at Mount Rushmore's majestic amphitheater in July 2007 in front of 11,000 people, touted as one of the most captivating Native American performances ever captured on film.

Paul LaRoche, founder of the group, is composer, producer and keyboardist. Other band members include Nicole LaRoche, lead instrumentalist on flute, Shane LaRoche on guitar, Vlasis Pergakis and Lowery Begay on the traditional Native American drums and percussion, and Kurt Olson on the contemporary drum kit.

Along with their beautiful music, Brulé brings an unmistakable message of peace, hope, and reconciliation to the RFD-TV Theatre nightly in Branson.



APPEARING AT

**RFD-TV**

The Theatre  
BRANSON, MO



# CHRISTMAS SHOW

APPEARING AT RFD-TV THE THEATRE IN BRANSON



The Brulé Christmas Show is a powerful Native American Christmas performance that has captivated audiences across the heartland. Through this unique blending of holiday melodies, Brulé founder Paul LaRoche mixes the rich heritage of Native American rhythms, sounds, and dance with traditional Christmas imagery and songs.

With a backdrop of lighted spruce trees and tipis, the blending of Christmas songs and dances reach across boundaries through its beauty, emotion, and spiritual message. The holiday music comes from the group's sound tracks entitled *Silent Star Night* and *One Holy Night*. Throughout the stunning Red Nativity performance, Brulé is joined on stage by traditional Native American dancers in beautiful choreographed dances.

It is the hope of Brulé founder Paul LaRoche that this blend of music from the holiday season with the traditions and customs of Native America will help connect the hearts of people from around the globe at this special time of year. The message is clear: the hope of all nations and people begins with the birth of every child. In the innocence of every newborn, let us see the way to bring peace on Earth and goodwill to mankind.



# TOURNAMENT OF ROSES PARADE

FEATURING AN RFD-TV SPONSORED PERFORMANCE BY BRULÉ.

The award-winning contemporary Native American group, Brulé, is proud to announce their participation in the Tournament of Roses Parade, January 1, 2011, with One Nation, a Native American float, one of only a few in parade history. The 122nd Rose Parade themed Building Dreams, Friendships, and Memories, will take place on Saturday, January 1, 2011 at 8:00 a.m. (PST). This celebrated event is broadcast live on ABC, Hallmark, HGTV, KTLA, NBC, RFD-TV, and Univision, and is seen in more than 200 international territories and countries.

Brulé founder Paul LaRoche, enrolled member of the Lower Brulé Sioux Tribe in South Dakota, has performed as the contemporary Native American recording artist for the past 15 years. LaRoche's unique life journey has brought him to this position as host of the One Nation float. The 2011 Tournament of Roses theme, Building Dreams, Friendships, and Memories, ties in closely with LaRoche's personal mission that started when the course of his life was forever altered with the discovery of his Lakota heritage.

Adopted at birth LaRoche grew up in white, middle-class America and didn't discover his true heritage until he was 38. On Thanksgiving Day 1993, LaRoche was reunited with his brother, sister, and extended relatives. Overwhelmed by the experience, he returned to the Lower Brulé Sioux Reservation where Brulé was born, a musical synthesis of the two worlds he has lived in. LaRoche has long since dreamed of bringing a message of hope and healing to worldwide audiences through the stirring music and dance of the Brulé entourage that has crisscrossed the country with him for 15 years.

Brulé is now one of the top-selling Native American recording artists with more than a million CDs sold worldwide, and has earned seven Native American Music Awards (NAMMYS) since 2002. Their live performances are currently receiving rave reviews as "a Native American experience of sight, sound, and soul" at the RFD-TV Theatre in Branson, Missouri.



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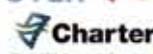
# Brulé



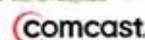
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