



**New for 2017: America's Holiday Craze Now Has An Anthem
"UGLY CHRISTMAS SWEATER" by SHA NA NA**

**Trending: From Harry Styles ("Dunkirk") to Hailee Steinfeld to Ozzy Osbourne,
More & More Stars Love Ugly Christmas Sweaters!**

Ugly Christmas Sweater Song Excerpt:

**"IT MAY NOT BE HIGH FASHION
OR HAVE A CHIC DESIGN
BUT I'M PROUD TO SAY I WEAR IT
THIS UGLY SWEATER'S MINE"**

**Pop Music Classics Ready for 50th Anniversary: Group That Made Its Debut At
Original Woodstock With Jimi Hendrix, Starred In Network TV Show, and
Released 25 Albums, Still Going Strong as '50s-Style Favorites**

(Hollywood, Calif.)---"Sha Na Na," the fifties-style rock group that co-starred in "Grease" as "Johnny Casino and the Gamblers," along with John Travolta and Olivia Newton-John, have made dozens of records and television shows, in which they starred, are set to begin the year-long celebration of their 50th anniversary next year.

On Nov. 17, to kick off the big career milestone year, the group will re-release their beloved Christmas album, "Rockin' Christmas," on Pat Boone's Gold Label (www.goldlabelartists.com), featuring a **NEW original single, the "Ugly Christmas Sweater" song.**

Other classic songs on "Rockin' Christmas" include "Run Run Rudolph," "Blue Christmas" and "The Rockin' Dreidel Song."

There are a total of 23 classic and original yuletide tracks.

To commemorate 50 years together, they're planning a series of promotional appearances beginning in December.

"Sha Na Na" made their debut, believe it or not, at the legendary Woodstock Festival in 1969.

They were paid \$300 and went on stage just ahead of Jimi Hendrix.



Since then, one-time up and comers like Jay Leno, Steve Martin, Bruce Springsteen and Billy Joel have opened for them in venues throughout the world.

Following their debut stint at Woodstock, "Sha Na Na" starred in 97 episodes of their own national television show and has sold over 20 million albums to date.

Their outrageous stage attire and exaggerated hairdos, that are a "Sha Na Na" trademark, belie their conservative roots, as undergraduate a cappella singers in a Columbia University glee club.

As for their longevity, co-founder and drummer, Jocko Marcellino says, "Whole new generations get swept up in nostalgia and the sustained power of the "Grease" craze, effectively becoming our potential audience. One of our most unique gigs was a concert for 20,000 Girl Scouts," he adds.



PRESS FOR SHA NA NA "Rockin' Christmas," Digney & Co., 323 785 2404, jerry@digneypr.com.