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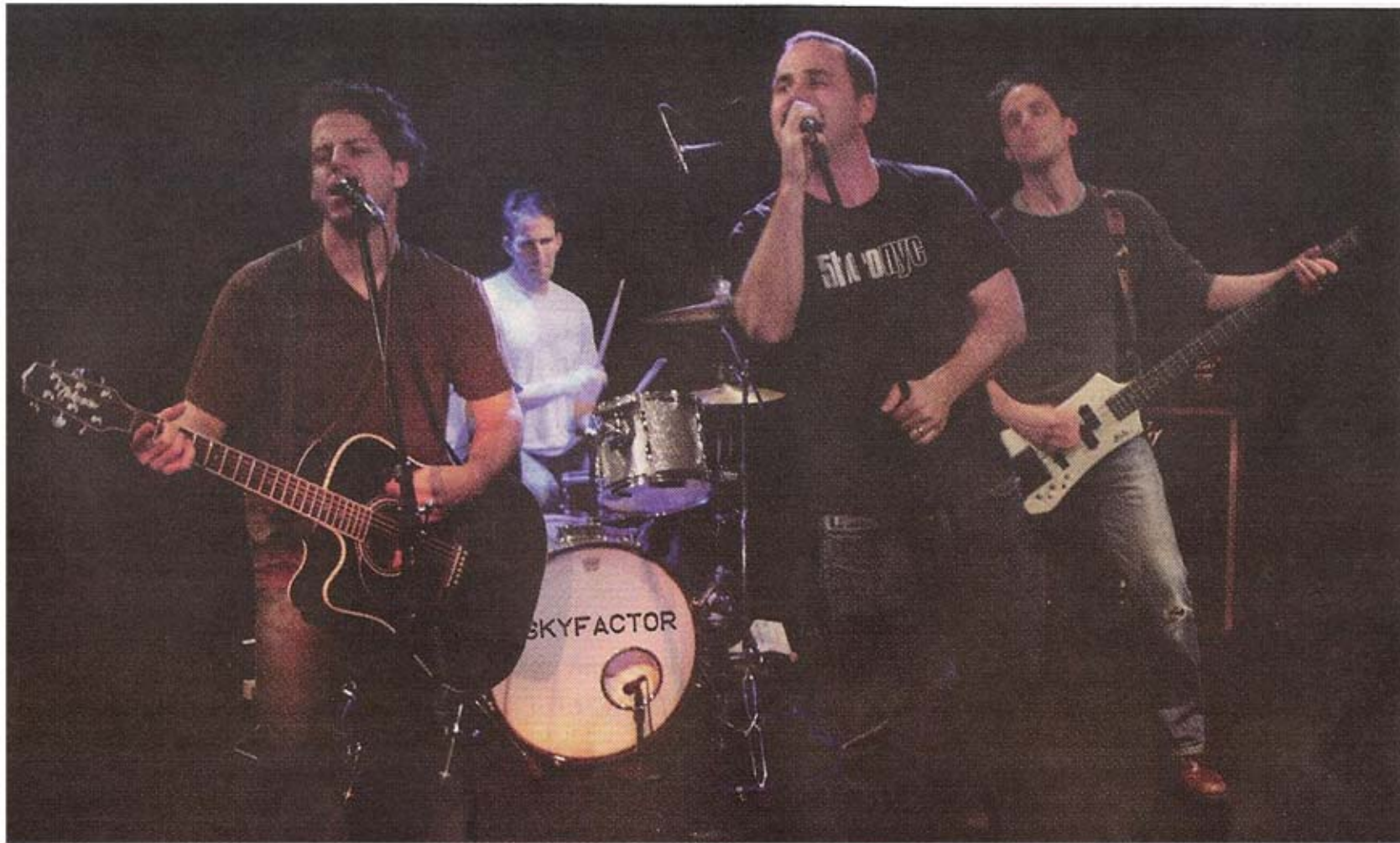
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SMALL NEWS IS BIG NEWS

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## Pleasantville Gets Ready for Seventh Annual Music Festival

*Performances Feature Assortment of Genres* By Sam Barron



Skyfactor

### Skyfactor: Local Band Makes Good

Skyfactor is comprised entirely of Westchester residents who will be performing on the Village Stage on Saturday. The band has been together

for five years and is an acoustic pop/rock group, with catchy hooks and memorable lyrics.

Fronted by Bob Ziegler and Jon Rubin, who have been performing in bands their

whole lives, the pair knew each other through mutual friends. One night on a rooftop in the East Village, they began jamming and realized there was something there.

"I've always liked Bob's voice," Rubin said. "You're sitting there with his voice and my guitar, it created a unique mix. It's very warm and friendly. That is Skyfactor."

The band also features Cliff Rubin, Jon's brother on bass guitar.

"It's kind of a cool angle," Rubin said. "The band has two brothers. I've been playing music with my brother for more than 25 years. Bob and I have a great thing going on, and my brother and I are the same way. We're always fun on stage."

The band achieved success this year with the release of their second CD, "Daydreams." Their song "OK" was used

on the MTV reality show "Teen Mom," which has become the band's calling card.

"It's been a really cool thing for us," Rubin said. "We instantly saw people around the world downloading the song on iTunes. That type of exposure is something we had been chasing."

Skyfactor said they are excited to be performing at this year's festival, being big fans of Marc Cohn, the headliner on the Main Stage. Rubin said he has been trying to get Skyfactor to cover some of his songs.

"It's really cool that Pleasantville puts on a big event two minutes from my house,"

said Rubin, a Briarcliff resident. "For local independent bands, this is a great opportunity."

The band has a wide range of influences and inspirations. Ziegler is a fan of singer/songwriters like Ray Lamontagne, Bob Dylan and Ben Harper, while Rubin loves KISS.

"My favorite band in the world is KISS and here I am playing acoustic guitar," Rubin said. "Everyone else in the band has different musical tastes."

The group has been supporting their album by playing gigs throughout the tri-state area and enjoy performing for

devoted audiences.

"Pleasantville is that kind of community," Rubin said. "We might be lucky to have that kind of audience. We love converting listeners and winning them over."

Skyfactor will be performing at the Pleasantville Farmers Market on August 20 and at the Hastings Music Festival in the fall.

"We've been doing this for a while," Ziegler said. "We hope to do it as long as we can. It's a passion and a lifestyle. We get so excited about playing music and being up there."

**What:** The seventh annual Pleasantville Music Festival.  
**When:** Saturday, July 9 from 12 to 8:30 p.m.  
**Where:** Parkway Field, Marble Avenue, Pleasantville.  
**Tickets:** Available at The Village Bookstore (10 Washington Ave.), Cold Stone Creamery (64 Washington Ave.) and Art of Wine (1 Cooley St.) or visit the festival's web site at [www.pleasantvillemusicfestival.com](http://www.pleasantvillemusicfestival.com).  
**Adults:** \$40. Seniors and students: \$15. Children (11 and under): Free.  
**Other Info:** There is no on-site parking. Free parking and round-trip bus service is available between Pace University and Parkway Field from 11:30 a.m. to 10 p.m. Coolers are permitted, but no alcoholic beverages may be brought in. Blankets and beach chairs are allowed. Dogs are not permitted unless they are service animals.

Main Stage	Village Stage
<b>12:30: Tony Bellantoni &amp; The Swag Hooks</b>	<b>12:15: Chris Fox and Mojo Monde</b>
<b>1:25: If But When</b>	<b>1:00: Johanna</b>
<b>2:20: Scars on 45</b>	<b>1:45: Patti Hupp</b>
<b>3:35: Augustana</b>	<b>2:30: Milton</b>
<b>4:45: Nicole Atkins &amp; The Black Sea</b>	<b>3:15: Skyfactor</b>
<b>6:00: Sonny Landreth</b>	<b>4:00: The Callen Sisters</b>
<b>7:25: Marc Cohn</b>	<b>4:45: Nectar</b>
	<b>5:30: Lisa Brigantino</b>
<b>Beer and Wine Garden</b>	<b>6:15: Remember September</b>
<b>12:10, 1, 1:55: The Reinjah Band</b>	<b>7:00: Makeshift Lullaby</b>
<b>3:10 and 4:20: Patti Rothberg</b>	
<b>5:35 and 7:00: Geoff Hartwell with Andy Aledort</b>	