

**Fourth Annual Pensado Awards Co-Host Chris Lord-Alge Takes Home Top Honor at CMA Awards**

Mix Engineer Chris Lord-Alge accepts award in the category of *Single of the Year* with Producers Keith Urban and Dann Huff for Urban’s track “Blue Ain’t Your Color”

*LOS ANGELES, CA, November 17, 2017* — At the 51st Annual Country Music Association (CMA) Awards, held Wednesday, November 8, 2017, at Bridgestone Arena in Nashville, Pensado Awards co-host and multi-GRAMMY® Award winning producer, engineer and mixer Chris Lord-Alge (Pink, Foo Fighters, Avril Lavigne, Keith Urban, Green Day) joined artist/co-producer Keith Urban and co-producer Dann Huff on stage to accept the award in the category of *Single of the Year* as Mix Engineer for Urban’s track “Blue Ain’t Your Color.” Upon hearing that they won, Urban, Huff and Lord-Alge rushed the stage with excitement and enthusiasm to accept the evening’s first award. While at the podium, Lord-Alge acknowledged Keith Urban as a great artist and noted how he felt blessed to work with him, and then gave a special shout-out to his mother Vivian, who was watching the awards on television at home. This latest win by Chris Lord-Alge at the CMA’s, which is recognized as Country Music’s Biggest Night™ and represents the pinnacle of achievement for those involved in country music, further underscores CLA’s position as one of the greatest mix engineers of all time, working in multiple genres and being recognized for his accomplishments year after year.

“We are so happy for Chris and proud that he is a part of our extended Pensado family,” stated Herb Trawick, Co-host/Executive Producer and Creator of *Pensado’s Place*, as well as Manager to Co-host Dave Pensado. “I consider him a personal friend, and I love that he gave a shout-out on national television in front of millions of viewers to his mom Vivian, whom we love dearly. Bravo Chris, we couldn’t be prouder of you.”

The fourth annual [Pensado Awards](http://pensadoawards.com/) (taking place on Sunday, December 3, 2017, at Los Angeles’ historic Fonda Theatre, 6126 Hollywood Boulevard, Los Angeles, California 90028), dubbed by insiders as the must-attend audio event of the year, has announced its nominees in 13 categories.

Created by **Herb Trawick** and **Dave Pensado** of Penwick Media (the producers of *Pensado's Place* and other industry-leading audio-related media), the Pensado Awards were founded as a means of acknowledging talented music producers, engineers, mixers, songwriters and their work, serving as a grand opportunity for the best pros, amateurs, brands and press to come together as one community to celebrate the uncelebrated. Since its inception, the show has continued to gain momentum and garner attention throughout the industry and beyond. The Fonda Theatre will provide an intimate backdrop for Pensado Awards 4, which will feature an entirely new vibe and new show format using cutting-edge technology, plus additional surprises throughout the night. This year’s co-hosts are drummer **Samantha Maloney** (Hole, Mötley Crüe, Peaches), legendary producer, engineer and mixer **Chris Lord-Alge** (Pink, Foo Fighters, Avril Lavigne, Green Day) and **Kosine** of acclaimed production duo Da Internz (Ludacris, Nicki Minaj, John Legend). Hip-hop production collective **1500 or Nothin'** will serve as the Premier Sponsor for the fourth annual Pensado Awards. Other main sponsors include The Blackbird Academy, NAMM, Avid, Westlake Pro, Roland, Recording Academy® Producers & Engineers Wing®, Audio-Technica, AFM & SAG-AFTRA, iZotope, The Fab Factory, accusonus, FabFilter, BeatSkillz, Celemony, Tascam, Groove3, IK Multimedia, Indaba Music, LANDR and Heavyocity Media.

More about the Pensado Awards:

The Pensado Awards are a natural outgrowth of the ethos behind *Pensado’s Place*. In recent years, developments in music and technology have changed the landscape for producers, songwriters, engineers and musicians, encouraging artists and composers of all types to hone their craft. From the self-taught basement enthusiast to the seasoned industry producer, all manner of music professionals are discovering new methods of working and novel ways to reach fans. The science and art of music-making are in a rapid state of flux, with exciting opportunities awaiting among the talented figures in and out of the spotlight – the people who are currently engineering the next sound that will move the world in the music, film, television and digital realms. Over 100,000 albums and millions of songs are released every year, not to mention the hundreds of thousands of concerts put on worldwide, but the awards often end up in the hands of a lucky select group. So the brilliance and hard work of all those producers, songwriters, DJ’s, engineers, mixers, live wizards and behind-the-scenes technicians in audio often go unnoticed. The Pensado Awards, founded as a means of acknowledging these talented individuals and their work, are a grand opportunity for the best pros, amateurs, brands and press to come together as one community to celebrate the uncelebrated.

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Photo file: Urban\_LordAlge\_Huff.JPG

Photo caption: Pictured L-R: Keith Urban, Chris Lord-Alge, and Dann Huff, pictured at the 51st Annual Country Music Association (CMA) Awards, held Wednesday, November 8, 2017, at Bridgestone Arena in Nashville.

**About *Pensado’s Place***

The hour-long weekly web series *Pensado’s Place* was created over five years ago. Co-hosted by legendary mix engineer Dave Pensado (Black Eyed Peas, Beyoncé, Christina Aguilera, Kelly Clarkson, Michael Jackson and more) and show creator Herb Trawick, *Pensado’s Place* includes interviews with top music industry artists, engineers, producers, mixers, and record executives, as well as in-depth tutorials in production, engineering and mixing. *Pensado’s Place* has positioned itself as “the most influential show for audio engineers,” mixers and producers (Forbes Magazine). *Pensado’s Place* is more than just a show, as it highlights the very best in the audio industry from music, film, TV, gaming, live, hardware and software with a presence in live events. As a leading educational resource, *Pensado’s Place* is helping build the next generation of audio greats. <http://www.pensadosplace.tv/>.

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