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Waterford Singer Hits A Sweet Note With Sennheiser Corp.

Sound equipment firm backs Veronica Ballestrini

By [Anthony Cronin](#) Published on 8/4/2009

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By [Tim Cook](#)

Country music singer-songwriter Veronica Ballestrini, 17, of Waterford, performs for Sennheiser Electronic Corp. employees at a lunchtime barbecue at the company's complex in Old Lyme. Ballestrini won third place in a national competition organized by Sennheiser last year.

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Old Lyme - It was a beautiful day for a picnic, and Sennheiser Electronic Corp. employees took advantage of the sunshine and warm weather to enjoy fine food and hear from the corporation's latest endorsed artist: an up-and-coming country music singer from Waterford.

Sennheiser, a global firm that makes microphones, headphones and wireless systems used by many of today's top stars, formally added singer-songwriter Veronica Ballestrini to its growing roster of high-profile artists who use its sound equipment.

Ballestrini, who was featured in a flattering article in the New York Times on Friday, was chosen this past spring as one of the top winners of Sennheiser's "My Song Contest," designed to showcase the songwriting talents of American high-school students.

Stefanie Reichert, vice president for Sennheiser's strategic marketing, said the firm was proud to support the 17-year-old musician. "(Veronica) Ballestrini is well on her way to becoming a country star," she said, "and she's now backed by positive recognition from Sennheiser."

Sennheiser, which is based in Germany, has its U.S. headquarters in Old Lyme. As part of her official endorsement, Ballestrini will use the firm's

high-end microphones for her live performances. She now joins an elite group of top country singers, including Tim McGraw, the Zac Brown Band and Sugarland, who also use Sennheiser equipment. In addition, Ballestrini will receive Sennheiser product support, an artist profile on its Web site at www.sennheiserusa.com/artists and other career-enhancing opportunities.

During the noontime festivities, Ballestrini played her songs while Sennheiser employees enjoyed a festive company barbecue, sitting at tables and listening under large tents outside corporate headquarters.

In addition, Sennheiser's Sound Tour representatives were also on hand. The promotional tour includes two teams - one male, one female - that are traveling across the country promoting the firm's various headphones.

Ballestrini began playing guitar when she was 13 and has already recorded an album in Nashville, Tenn., under the independent Timbob label. Her profile is featured on MySpace at www.myspace.com/veronicaballestrini.

After hearing about the My Song Contest, Ballestrini entered and was one of the top five winners in the nationwide competition. Ballestrini said she was honored to be endorsed by Sennheiser, especially since she was already a fan of the firm's microphones.

More information about the My Song Contest winners can be found at www.sennheiserusa.com/MySong.

"Waterford-CT"



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Posted - 8/4/2009 7:48:14 AM
 Congratulations, Veronica. I am proud to have her as a friend on Myspace. It's so good to hear how well her career is going, and she is only 17!

Maddy
 New London, CT
 - 8/4/2009 7:48:27 AM

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