## Mp3 Parade - Life\* In Ten Songs Or Less



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Parade claims a rocking pop sound that's equal parts 'Flaming Lips edgy' and 'Train radio-friendly'. Texas Music Magazine calls their debut "refreshing, first-class art pop...Strawberry Fields/Penny Lane perfection". 11 MP3 Songs POP: Power Pop, ROCK: Modern Rock Details: Parade Releases Innovative Debut CD to Wide Acclaim Austin, TX--The rock band, Parade, has just released their debut CD, Life\* in Ten Songs or Less, garnering rave reviews from radio promoters, national publications, fanzine websites and online message boards. Drawing favorable comparisons to progressive bands like The Flaming Lips and Jellyfish, as well as hit-makers Matchbox 20 and Train, Parade has set the creative and commercial bar high with their very first release. The local outfit teamed up with Austin producer, Spencer Gibb (of the rock group 54 Seconds) to combine his avant garde vision with their pop sensibilities. This collaboration resulted in an eclectic mix ranging from straight up pop rock and ambient textures to styles reminiscent of 60's Phil Spector girl groups and quirky pub sing-a-longs. In the summer 2003 issue of nationally distributed Texas Music magazine, Managing Editor, Richard Skanse, says "Life\* is rich in melody and sonic whimsy. It is refreshing, first-class art-pop". Much the way life itself is a journey, the CD's title, Life\* in Ten Songs or Less, is a reference to the journey the music takes you on. With a nod to the concept albums of 70's bands like Pink Floyd, the album is book ended by spacey, atmospheric songs that bring the "life" concept full circle. The songs sandwiched in between run the gamut of musical style, production and emotional resonance. Each one is well written with a strong emphasis on catchy hooks and choruses, and that raw commercial potential is obvious on radio-ready songs like "Burial Ground", "The Last Time" and "Shakin' (on the inside)". A bold, stylistic uniqueness that is both cutting edge and accessible greatly distinguishes Parade from the rest of the pack. Through their combined talents, long-time Austin musicians Kevin Sekhani, Ty Hurless, Geno Stroia II, Ron D'Argenio, and Phillip

Marshall have crafted a unique sound that is at once eclectic and cohesive. With their debut release, Parade now looks to build on the earlier success of lead singer, Sekhani, who scored the indie hit, "Chemical", in his former incarnation, Two Minute Sinatra. And they are poised to do just that...Texas Music says that, with Life\* in Ten Songs or Less, Parade has achieved a "level of Strawberry Fields Forever/Penny Lane perfection". Such high praise for a debut bodes well for the members of Parade, who have set out to leave their mark on the national music scene. For information on Parade's touring schedule and Life\* in Ten Songs or Less, call 512.657.4530 or email: info@paradenews.net. ###

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