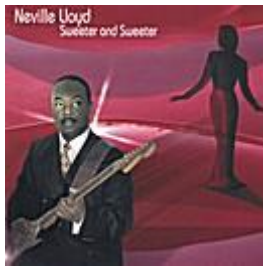


Mp3 Neville Lloyd - Sweeter&sweeter



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Seamless blend of Pop and Easy-listening styled love songs full of life experience conveyed through forceful rhythm and sexy lyric, along with tight arrangements. 11 MP3 Songs POP: Today's Top 40, URBAN/R&B: R&B Pop Crossover Details: Renowned guitarist Neville Lloyd, best known for his famous band, Shubert The Miracles, announced today the release of his latest project, "Sweeter Sweeter," a eleven-song compilation, seamless blend of Pop and easy-listening styled love songs, and reggae full of life experience conveyed through forceful rhythm and sexy lyrics, along with tight arrangements. Neville is best remembered as a member of the Jamaican music scene of the 1960's, which produced artists like Bob Marley, Jackie Edwards, Bob Andy, John Holt, Desmond Dekker, Alton Ellis and Ernie Smith. Neville first garnered attention as the lead guitarist in a popular Jamaican North coast band. He has performed in the North Coast's most popular clubs, including the Sombrero and the Glass Bucket, and at the University of the West Indies. The band also was featured on Jamaican Bandstand. He often coordinated the musical arrangements of the band, drawing from his natural leading ability and musical talent. Though content with the band's success, Neville felt we wanted more. "I felt it was time to take the next step in my career, which was to start my own band." Neville created Shubert The Miracles. They quickly gained exposure by playing in some of Jamaica's most popular spots, including the Jamaica Independence Festival, Sandals Hotel, Casablanca, Oceanview, the Yellowbird, and the Regal Theatre in Montego Bay. The band's success was it's ability to capitalize on its influences, which included Otis Redding, James Brown, The Beatles, Chuck Jackson, Sam Cooke, Fats Domino and Muddy Waters. Neville was first introduced to music during his childhood as a member of his family's church in Falmouth, Jamaica. While most of his family gravitated toward the keyboard and organ, he decided to learn something different, and built his first guitar which he later used to teach himself how to play. "I taught myself guitar because everybody

else played the keyboard and the church organ. I was from a different generation (than my older relatives), and wanted to get into rock music." Neville Started with the acoustic guitar, worked his way to bass guitar, and eventually keyboards. By the time he was 15, the musical prodigy was garnering praise from the 1960's Jamaican music scene, and began playing with various musicians, including Dan Drummonds and the Scatellites, Tuts and the Maytails and Byron Lee and the Dragoners (as a vocalist), Ellis, The Techniques, and another rising local Talent, Bob Marley and the Wailers. "It was wonderful," said Neville, speaking of his experience with Marley. "He was a young, straight, professional person, and a very good personality to work with." But Neville's rise came to a halt when he moved to Philadelphia in 1967 and began to rebuild his career in America, producing and arranging with moderate success. He later moved to New York and joined Hugh Hendricks and the Buccaneers as lead guitarist. He also attended the New York School of Music. In 1972 he signed as an artist/writer for Genuine Records/Native Record, NYC. He received airplay with a song we wrote entitled 'Give and Take a Little', performed by Peter Baugh. However, Neville decided to put his career on hold to raise his family, with the birth of the first of his four children in 1973. "I'm a family person. I grew up with eight kids. I decided at the time that I wanted to be very involved in raising my kids." Neville held various jobs over the next twenty years, and in his free time, he continued to practice and write, anxiously anticipating the day he would be able to recommit himself to his music full time. During this time, he also gained success as a songwriter when his music was featured on two compilation albums. 'America,' released by Hilltop Records in 1998, featured 'I'll Be There For You,' and 'Boonoonoos,' both sung by Randy Stratton. Americore Records released 'Star Route USA,' which featured 'Til You Come Back To Me,' and 'I'll Be There For You' performed by David Kaye. by: Robert Williams III

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