

## Mp3 Yewande - Evolution



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Gifted with "a voice heard only once in a lifetime", Yewande weaves Blues-tinged stories of human frailty with the angst of Rock and the power of Soul...we introduce you to Alternative Soul. 5 MP3 Songs

URBAN/R&B: Soul, ROCK: Progressive Rock Details: In an industry that promotes one flavor of the month after the other, Yewande (pronounced E-wn-day) has survived underground obscurity to become one of the most sought after independent artists in the world. In just over one year since founding Lotus Records, her very own brand of Alternative Soul music has captured audiences from B. E. T.'s "106th Park" to the Rock and Roll Hall of Fame. And with a recent nomination by Mountain Dew and Amp Energy Drink, Yewande awaits her MTV debut later this Fall. With extraordinary critical praise of her self-written and produced debut EP, "Evolution" (funded in part by shoe conglomerate Steve Madden), Yewande seems destined to change how we look at life and listen to music. But it is likely Yewande's Yoruba birth name (meaning "reincarnation of grandmother") that has already placed her amongst the great storytellers of our time. In this mixed up, crazy world, perhaps it is this young artist's relentless search for truth that has captured the hearts of so many. Her inspirational live shows have already taken center stage with the likes of Black Eyed Peas, Enrique Iglesias, Michelle Branch, India.Arie, Sean Paul, A Simple Plan, Jason Mraz, Maroon 5 and dominated the elusive college market. And much like her progressive contemporaries - Outkast, Lenny Kravitz, Meshell N'degeocello, Kina and Black Eyed Peas - Yewande's music dares to be bound by genre. "My music is written from the depths of our everyday struggles to just make it through life...that can't be categorized." Injected with a fusion of "live" band, international sounds and Pop sensibilities, her refreshing approach to writing and production has been critically praised from Seventeen Magazine to Blues Soul Magazine. And with airplay as far away as the BBC and Tokyo FM, Yewande has secured her position as a leader in the movement to reclaim today's

true music. "Evolution" is the culmination of Yewande's two greatest loves - music and people. From her earliest teachings in classical voice and piano, seven year-old Yewande was amused by the undeniable power of music. With the pounding of a keyboard, she reveled in applause; with the rhyming of song, people cried when they heard her sing. And as the young artist grew older, she came to understand that the gift she possessed was not hers, but a voice from long ago. And so with unflinching determination, she set out to share her gift with hopes of somehow changing the world. Yewande's Louisiana roots tell Blues-tinged stories of human frailty with the angst of Rock and the power of Soul. Because this unique sound never "fit" mainstream airwaves, Yewande often struggled to find a place for her music. Like a clear reflection of her childhood, the creation of "Alternative Soul" was not only new almost 5 years ago...it was necessary. "I was always different. [As a teenager] I had bad hair, bad makeup and was more fascinated with music, history and social issues than who was doing what to who." Stories of her African and American-Indian ancestors had always been particularly special to young Yewande. And knowing that music was central to their freedom inspired her to bridge the gap between music, race and culture with her messages. Yewande's soul-stirring songs celebrate that enduring human spirit - fear, struggle, joy, love, freedom and desire - with a sound that we've waited far too long to hear. Are you ready to elevate your soul? The journey begins with "Evolution." Enjoying what you've heard so far? Then be sure to check out more of Yewande on Soul Brother Records' 2003 "Organic Soul III" (London), Universal Records Japan/Soul Brother Records' 2004 "Best of Organic Soul" (Japan) and her command return appearance on Soul Brother Records' 2005 "This Is Soul" (London). "Yewande's bluesy, funky and rocky voice shines through every heartfelt soul groove." - Tokyo FM, Japan "Soul-stirring and fresh. Yewande is a refreshing force in a musically stagnant industry." - Honey Magazine "Sultry, smoky and yet imbued with a honey-like sweetness, Yewande's voice resonates with a spellbinding, earthy soulfulness." - Blues Soul Magazine, London "Yewande is the best new performer I have seen on the college circuit this past year!" - APCA For more information on Yewande, contact 917-952-0902 or yewandeis@aol.com. And don't forget to visit yewandefor the latest music, news, reviews and "Evolution" tour schedule!

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