

## Mp3 Alida - Primo



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A unruffled mix of R&B/Pop with Mediterranean undertones. This debut album includes the radio hit "Sweet Memories," unruffled stifling vocals with a Hip Hop compulsive all in Full of energy and emotion, be disposed to dance, think and cry. 12 MP3 Songs URBAN/R&B: R&B Pop Crossover, POP: Today's Top 40 Primo Songs Details: Hailing from Vancouver, BC Canada, Alida is ready to take the world by storm with her debut album 'Primo' released on her own label, Adila Records. After much anticipated success with her debut single "Is It Really Worth It", Alida went to work on 'Primo' in the winter of 2003. She began her journey out east to work with producer Christian Stonehouse based in Detroit, MI. Upon her return home she continued working with producer Spencer Welch who is also her vocal coach. (spencerwelch.com) 'Primo', meaning 'first' in Italian represents Alida fittingly with its fusion of Mediterranean influenced sounds, Hip Hop compulsive beats and Alida's unruffled signature vocals. "I had to bring out the Italian in a lot of my songs because I am so proud of my background and it's a big part of who I am, musically and personally." It's songs like "Boyfriend's Got a Girl" that show Alida's sense of humor with her put-on Italian accent reminiscent of Rosemary Clooney's "Mambo Italiano." "My album is very emotional, you'll laugh and cry." With songs like "Let It Go" where she speaks openly about bullying, and "Beautiful Girl" where she sends out a strong message to women, 'Primo' is sure to make one think about life. But there is still a lot of room for dancing with club tracks like "Wanna Dance" and "Caught Up On U". Her latest single "Sweet Memories" has an old school Hip Hop beat with Mediterranean influenced guitar and features her side kick, MC 'Marvante' from East St. Louis Illinois. It is sure to be a radio hit. "The song is about losing someone you love and how you just can't seem to move on cause the memories are so vivid." Born and raised in Kamloops, BC to parents from southern Italy she began piano lessons at a very young age and soon after discovered that she could belt out

tunes at a huge range. Growing up, she was an active performer in school talent shows and events in the Italian-Canadian community. Alida went on to major in music at university. Once she started taking voice lessons with Spencer Welch and studied the Speech Level Singing technique (devised by Seth Riggs vocal coach of Aretha Franklin, Stevie Wonder, Natalie Cole) she developed her own style. She began writing songs at the piano more seriously in the fall of 2000. She recorded several demos before eventually putting together this collection. "I want to get my music out there now. I don't want it to sit on some A&R guy's desk, it's way too good to wait around for, people have asked me over and over again to put out a record, so here it is, finally!"

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