

Mp3 Echo Park - The Machine



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Goo Goo Dolls meet Vertical Horizon meet Nickelback. Great songs in a pop/rock style that varies from top 40 to rock. 15 MP3 Songs POP: with Live-band Production, ROCK: Modern Rock Details: Echo Park is the prior incarnation of the current band, Lorenzo. It features Mark Lorenzo on guitar and vocals and current Lorenzo drummer, Eric Mayleben. "Do you believe the cream will rise to the top?" In a rare meeting backstage at Cincinnati Music Hall, music legend, Prince asked singer/songwriter, Mark Lorenzo, Do you believe the cream will rise to the top?... After responding that he did, Prince continued, ...Then you have nothing to worry about. After that 2003 meeting, things have really taken off for Lorenzo. Currently, the band is getting ready for their February 2006 national EO Records release, Love Shape Bruise. They recorded the tracks at Sunset Sound and Sin Studio in Hollywood with producer, Kevin Churko (Mutt Langes engineer/programmer in recent years), ironically, in the exact same studio that Prince recorded all of his albums up to and including Purple Rain. The CD's first single, Nothin Left To Talk About was mastered by legendary engineer Bob Ludwig and has already received its first official add at R&R Rock Station of the year, WEBN, in Cincinnati, OH. Since then, WBUZ 102.9 in Nashville, TN has added it along with a list of other stations before it is officially sent to all Rock/Active Rock stations across the country in January. The band has been working nonstop scoring shows with 3 Doors Down, Default, Sponge, Shinedown and Dark New Day. They also co-headlined the Labor Day Fireworks show for over 50,000 in Cincinnati with Hinder. Lorenzo's sound can be described as high-intensity active rock. Only a few seconds into the new Lorenzo CD, it is easy to hear award-winning song writing combined with guitar-based rock-n-roll. Producer Kevin Churko said, This is the kind of band every producer dreams of finding. With influences that range from STP and Cheap Trick to Dylan and Prince, Lorenzo really identifies with great songwriters. Their topics focus mainly on the trials of everyday life, where the band

can tell a story and create a mood. Although most of the songs are created from a personal experience, some are just narrative stories with twists and turns not unlike a short novel. All of the songs were written by Mark Lorenzo with help from guitarist, Kraig King and is truly a collaboration of 2 creative minds. Both are accomplished artists in their own right, so many alliterations to a true artist are familiar themes throughout the CD. Eric Mayleben was Marks first drummer when he moved to Cincinnati 5 years ago. Eric had toured extensively with Kelly Ritchie, a blues artist, and has filled in for nearly every band in Ohio. Adam Scovanner was recommended to Lorenzo as Cincinnati's best bass player and has played with jazz bands and toured nationally with cover and rock bands. Adam introduced the band to guitarist Clark Connley, and the lineup was set for the new CD. In 2003, before renaming the group Lorenzo, Mark Lorenzo put out a CD that would change the band's destiny. Little Breakdown was released and garnished a ton of great reviews; Little Breakdown is a hit waiting to happen. - Cincinnati Enquirer; and If they continue producing albums like Little Breakdown, it won't be long before we see them in the national scene. - Minnesota Music. The title track, Little Breakdown was entered in an ASCAP song review session. Although the song didn't make the top 20, (a sign that you should never take one person's opinion too strongly), one of the judges heard something special. Bill Scull, President of Tri-State Promotions, one of the biggest independent radio promoters and new CEO of EO-Records, called the band to express his love of the song. Bill worked to get the song spins on Top40 stations across the country including KALC in Denver, CO., and sent the band to the studio with Producer Kevin Churko. Now, Love Shape Bruise, will be the first national release from EO-Records. Although Bill's storied background in music started with Clive Davis years ago, he had until now, only put one other artist on his label. That band, StereoFuse, received a ton of airplay and was later picked up by Wind Up Records. With so many accomplishments in such a short amount of time without major label support, the hard working members of Lorenzo are showing that they are eager and focused on the next level. They just keep working hard to make sure the cream rises to the top. For more information, e-mail: band@lorenzolounge Website: lorenzolounge.com

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