

MEDIA RELEASE

Steam Whistle Supports Independent Music Through UNSIGNED - An Indie Concert Series at the Roundhouse!

(Toronto, ON, January 9, 2008) - **Steam Whistle Brewing** presents **UNSIGNED**, the fifth in a series of Indie music concerts taking place at the **Roundhouse** on **Friday, January 25 2008**. The edition and is presented in conjunction with the **North by NorthEast Music and Film Festival**. The concert will feature the Canadian independent bands **Major Maker**, **Grand Analog** and **We Are The Take**, plus the crew from **OPOPO** dropping tunes between sets.

Steam Whistle UNSIGNED is a concert series that exhibits Canada's musical talent, as well as helping to develop its future. Each edition of UNSIGNED features three Canadian artists and a DJ, with 100% of ticket sales from each show going to the Artists' Health Centre Foundation. The timing of this instalment was scheduled to bring attention to the NXNE submission deadline of January 31st. To bring these events together, Steam Whistle is teaming up with Pandor Productions, NOW Magazine, Gibson Guitars and NXNE.

"14 years ago, when Indie was not yet fully formed as a State of Music, NXNE launched it's first event from the streets and clubs of Toronto. Believing that new and emerging talent needed a chance to be heard, NXNE was built by music fans for music fans. Today, our passion for independent music remains the same, and we're thrilled to support of the Unsigned Music Series." *-Andy McLean, Managing Director of NXNE.*

Tickets are \$5 at the door. Doors open at 8pm. For more information, check out our website www.steamwhistle.ca/unsigned, email indiemusic@steamwhistle.ca or visit UNSIGNED's facebook group at <http://www.facebook.com/group.php?gid=2253827987>

About the Bands:

Major Maker

Riding a wave of popularity following the release of their EP *People Mover*, featuring the catchy hooks of *Rollercoaster* and *Talk to You*, **Major Maker** is blazing up both the independent and mainstream music charts. Comprised of *Todor Kobakov* and *Lindy Vopnffjord*, two established musicians in their own right coming together to compliment each others' styles. Bulgarian-born Kobakov is a classically trained composer with a degree in performance piano from The University of Toronto. Recent projects include string arrangements for *Stars*, *Metric*, *Emily Haines*, *Jason Collett*, and *Sarah Slean*, as well as touring duties for both *Emily Haines* and *Small Sins*. Lindy is a critically acclaimed singer-songwriter with three solo albums under his belt, a penchant for killer hooks, and a well earned reputation as a commanding live performer. Major Maker's live sound is augmented with the additions of bassist *Thom D'Arcy* (Small Sins) guitarist *Ian LeFeuvre* (Starling, Jim Bryson) and drummer *John Ocerbian* (Sarah Harmer).

www.myspace.com/majormaker
www.majormaker.com

Grand Analog

Grand Analog is unbalanced and dirty; never clean. Grand Analog is fuzzy with three coats of dust and reads like an old manual no longer in use. The music is a beautiful mess of rap'n'roll dub and soul; a hip hop slop shop of times good and bad. UNSIGNED is excited to have Grand Analog bring their hybrid musical styling to the stage. The sounds they are creating have even been recognized by the renowned hip-hop heads at Okayplayer:

“To most of us, Winnipeg, Manitoba seems as unlikely a place as any to generate a superb hip hop album, but that is exactly what has just happened. Grand Analog, a collective of hip hop artists hailing from “Peg City,” (with a couple Torontonians in tow), has just released its debut, Calligraffiti. It’s a beast. . . Calligraffiti is stocked with some of the thickest, sweatiest beats you’ll ever want your ears to drudge through. . . Bottom-line, Grand Analog is about to heat up Canada faster than Bush’s environmental policy.” (Okayplayer.com)

www.myspace.com/grandanalog

We Are The Take

Take one singer/guitarist with a penchant for writing songs with catchy, danceable rock melodies combined with heart-wrenching lyrics; add a young singer/guitarist with a bent for upbeat pop songs filled with wry observations; throw-in a world-class drummer with years of studio and road experience that included one major highway crash and a resulting broken back; and lastly garnish with a brash bassist who lays down a thundering foundation. Together you have **WE ARE THE TAKE**.

With a string of successful shows in their pocket and a recent win at the International Songwriting Competition in the Performance Category (for “Montreal Love Song”), the band won the attention of 3-time Grammy Award-winning producer/mixer David Bottrill (Tool, Peter Gabriel, Muse). With Bottrill producing and recording underway on their first record, WATT has their eyes firmly fixed on what their listeners expect will be a very bright future.

www.myspace.com/wearethetakeband

About Steam Whistle

Steam Whistle, an independent brewery housed in Toronto’s historic John St. Roundhouse south of the CN Tower, has a singular focus of making just one beer of exceptional quality that Canadians can be proud of. They brew their refreshing Pilsner with traditional brewing methods and only four, natural ingredients. Steam Whistle Pilsner is packaged in signature green glass bottles and shipped fresh across Alberta and Ontario to Beer and Liquor Stores as well as licensed bars & restaurants. Steam Whistle welcomes more than 60,000 visitors to the Roundhouse each year to the on-site retail

store, for a tour or to attend one of the many on-site events and art shows. They are proud of their indie music sponsorships, fostering great Canadian talent wherever they can.

To learn more about what they do really, really well visit www.steamwhistle.ca

About North By NorthEast

North by Northeast Music & Film Festival and Conference, June 12-15, 2008:

Canada's #1 festival for the best new independent music and music-related films . Musicians & filmmakers: Don't miss the chance to showcase for 70,000 fans at the event of the year. 500 local, national and international artists rock the crowds and play for media and key industry pros at over 50 downtown venues. NXNE also screens great music-related films from around the globe—concert classics to indie docs, past & present. Applying to NXNE is cheap and easy: Just visit www.nxne.com and follow the links. Don't wait—**submissions close January 31!**

About the Artists' Health Centre Foundation

The **Artists' Health Centre Foundation (AHCF)** supports the work of the Al and Malka Green Artists' Health Centre (AHC) at Toronto Western Hospital, and in addition, is involved in outreach, education, and prevention services for the over 20,000 professional artists who live in the Toronto area. Their goal is to bring alternative and medical practitioners committed to working together into one location. This initiative, along with a subsidy program for those in financial need, will save artists time and money, as well as raise the quality and effectiveness of their treatment. www.ahcf.ca

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To put your name on the media guest list (2 concert tickets and 4 drink tickets per media person) for this concert, email indiemusic@steamwhistle.ca

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