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Press Kit

20 October 2008

Cyclone Records Brad Trew started Cyclone Records with an idea...the goal to share with the world unsigned talent in a wide variety of genres. Starting in 2005, with a series of regional specific compilations, Cyclone Records has flourished into a full service, multi-faceted enterprise with some world class, world recognized talent.

Cyclone Records is very different from other labels in exactly the kind of ways a label should be different. It's an all encompassing entity that has helped the bands on its roster achieve more exposure, gain a wider fanbase, and continue to grow as artists.

Jumping in with both feet isn't always a wise thing to do, but in this case, with an industry that is in constant turmoil, it became an advantage. Brad's thinking outside the box all ties in to his genuine care of the artists he works with. Since he's had his hand in so many different things, it's fairly clear that he'll look at things a little differently and set up services he recognizes there is a need for. While major labels struggled to make old conventions work, or steer the ship towards smoother water, Cyclone was able to respond immediately to new changes, new ideas, new strategies...giving them a leading edge on technologies and becoming advocates for "the new breed of label". Brad has spoken internationally on the state of the industry and is in constant demand from other labels and industry alike for guidance or perspective on trends.

Brad says "the internet breaks down borders on the selection, the promotion and the distribution processes. I can now work with bands from places other than my own backyard. Twenty years ago, the possibility or logistics of sourcing out bands from other cities, countries or continents was impossible. The internet has become a conduit into other communities so I can now research and find bands, venues, media outlets, anything I need and even get feedback from within those communities before making decisions. It makes good business sense to focus 100% of your efforts on 100% of the world market instead of limiting yourself to your own town or country."

Another thing that sets Cyclone Records apart is that artists retain ownership of their music and have full creative control. Brad explains, "I look for bands that have a successful outlook and a self-contained talent. The internet allows bands to promote themselves and have creative control as to how they are presented. This can be good or bad depending on a band's marketing skills because as more and more bands jump on the band wagon, some will stand out more than others. The savvy bands with a good business sense can make their careers by using the internet as a resource."

Today, the roster hosts a dozen acts ranging in genre from country to rock to prog to metal with such acts as **Caveat** (prog metal), **Steve Negus** (of Saga), **Where's the Nine** ft. **Barry Connors** of **Coney Hatch** (prog instrumental), **Prism** and **Holly Woods** (of Toronto). In addition to the record label operations, Cyclone Records also serves as a broker for distribution and replication services to indie artists. Brad Trew also manages a variety of acts such as the 70s powerhouse, **Moxy**, **Russ Graham** of Killer Dwarfs, **Gino Scarpelli** of Goddo.

Cyclone Records seeks out top quality acts in a variety of genres. Brad puts it this way, "I am only as good as what I can present to the world. A band's success is my success. My failure is a band's failure. You can't have one without the other. We are in this together... win or lose."

But **Cyclone Records'** influence doesn't stop there. To assist bands reach an international audience, it has embraced the Podcast phenomenon sweeping the planet and created alliances with key podcasts that have added the Cyclone catalogue to their rotation. Cyclone also releases old catalogues of bands on its roster through iTunes, Napster and other download retailers.

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What artists have to say about Cyclone Records:

"I just wanted to say thank you for all of your work and support in getting me ready to appear on The Heart of Alberta compilation CD. I was so excited when you contacted me about it, but I wasn't sure if it would be feasible for me to do... However, you went above and beyond to ensure that I would be able to take this opportunity - making sure that I would have studio time at a discounted rate, helping me with song selection, volunteering to play drums on the tracks because I didn't have a drummer, staying in the studio to offer your input and expertise... I have been so amazed at your heart and dedication. It is really obvious to me that you really care and believe in the artists to whom you are giving this opportunity. Thank you for giving me confidence in my music - that is absolutely priceless."

-Judith Lam, Singer/Songwriter

"Cyclone Records have played a pivotal role in the development of our band. They have helped us in more ways than one. Not only do they provide an equal support base for all of their bands on the roster (CD Compilations), they also provide top quality artist services as well. Cyclone clearly stands above the rest for independent band support."

-Warren Bauman, Blind Army

"You are amazing and extremely helpful. You have helped me out so much. You are truly a genius! I could never have done this without you. The dream I've had to do this always seemed so impossible. Because of you, I feel like I can achieve anything. Thank you for everything!!"

-Nadine Adam, Singer/Songwriter

"Brad Trew has been upfront, dedicated and most of all interested in our project. It is a pleasure to work with an honest individual in a business infamous for being just the opposite."

-Marc Belisle, Double Jack

"In the music industry today it is rare to find anyone with as much professionalism, dedication, understanding and genuine concern for the artists he represents, as Brad from Cyclone Records. Despite the many bands on the Cyclone roster, you always feel like you are important and your needs are a priority. Cyclone Records allows artists the opportunity to take it to the next level. Thanks for everything."

-Devin Tretiak, Download

What the media has to say about Cyclone Records:

"Cyclone Records knows its roots. Based in Alberta, Canada, the label is bringing a fresh approach to music distribution and promotion while still heavily supporting the local artists they know and love.

They are one aggressive label- in addition to releasing new material by their artists on CD, they pick up the back catalog of their artists and release it as an iTunes-only release. This crazy releasing pace will see them releasing ten albums in their first year between new material, old material, and compilations.

They're pretty proud of their compilations, too- culled from the burgeoning Alberta music scene, these compilations are highly selective. They're released to local radio and clubs, giving bands on the compilation a leg up in the local scene. From these comps, Cyclone takes its roster- making

Cyclone's roster the best of the best in the Alberta scene. Cyclone Records is doing wonders with their business side. This is the way a record label should be run. They're pretty clever up there at Cyclone- we're a little envious that we didn't think of it first."

-IndependentClauses.com

"Cyclone Records is an indie label that you will be hearing a lot about in the next few months. Not just focusing on Metal, there are many other acts on the label that offer a wide range of diversity to the listener. Metal, R&B, Alt. Rock, Country/Bluegrass... it's all here. As you can see we believe in Cyclone Records, their dedication to their artists is second to none and the CDs whether compilation or full length are truly top-notch."

-X-treme Productions

"You can build a career in the music business on a great number of things, such as talent, tenacity, connections, etc. But Brad Trew is hoping to rely on something relatively untalked about and relatively rare in the industry to make his label Cyclone Records work — integrity. "

-The Calgary Sun