

# Reuben Cherry

## BIOGRAPHY

Dynamic Toronto Rock 'n' Soul band Reuben Cherry have created a completely unique blend of rhythm & blues, rock, gospel and soul that is inspired by a century of music. They are known for their uplifting sound and high energy performances. The band's name is a play on the name of the owner of a local regional label and desegregated Memphis music shop, Home of the Blues, where Elvis Presley's first single was sold.

BBC Radio host, Euron Griffith, recently featured the band's debut mini-album on his program, the "True Blues" thus introducing them to a new global audience, playing them alongside such greats as Elmore James, Led Zeppelin and B.B. King. Griffith describes them as "*a delightful blend of rocky blues and soul that is dangerously catchy*".

Reuben Cherry gained great popularity in 2005 after claiming the runner-up position in the Toronto Blues Society Talent Search and as the result of their hugely successful tour of Western Canadian jazz and blues festivals at which their CD's sold out in minutes and new fans were made at every stop. The band returned to Toronto to regroup with their original drummer, Bryan Humphreys, new bassist Charles James and keyboard player David Atkinson.

The band was founded by songwriter Craig Riddock and front man Scott McCord. Craig is a multimedia artist, composer and DJ, and has been in various bands since the age of 16. Craig grew up in suburban Toronto and spent a full decade in Vancouver where he studied art. Influenced by a wide variety of musical forms and the song writing of great pop composers of the twentieth century such as Cole Porter, and Willie Nelson, Craig has penned the majority of the band's extensive repertoire. He is also influenced by contemporary writers Daniel Lanois and Jeff Buckley, amongst others.

Lead singer Scott McCord is also an actor of both stage and screen and is possibly the most intense and animated front man in this city. Scott easily holds an audience in the palm of his hand, brings the largest of crowds to complete silence, sustains their anticipation, then gets them on their feet as he uses every available chair, table and even a bar as a stage. Performing since the age of 5, Scott formed his first band in Grade 6, and continued to study classical piano, percussion and sax. Moving to Toronto from Sarnia at 18 to study acting and music, he played in various bands in the city and quickly racked up many acting and movie credits. As well, Scott had a regular role in CTV's Gemini award-winning 'The Eleventh Hour' for three seasons. Scott is currently studying world music and Tuvan throat singing, and his musical influences include Sam & Dave, Elvis and Otis Redding.

Drummer and Musical Director Bryan Humphreys was the original drummer with Reuben Cherry. His return to the band has resulted in a finer-tuned, broader-ranging sound. Playing Credits include Jeff Healey Band, Still Life, and The Soul Foundation. Recording credits include Still Life, The Soul Foundation, Jim Clayton and Greenhouse as well as various commercials and unsigned artists' demos. Bryan has freelanced in Toronto for 20 years but the majority of his work has been devoted to his own musical creations. His primary musical influences come from rhythm and blues, and he is also a fan of jazz and popular music traditions.

Keyboard player David Atkinson hails from Ottawa, and was raised in musical family, and like the band's lead singer, he started classical piano lessons at the age of five. David played classical piano in embassies in Ottawa as early as 11yrs old. He became involved with the jazz and funk community at 15, and was a past member of the now-defunct sensational funk band 'The Groove Bug'. He played at the 2004 Ottawa Jazz Festival with a group assembled by CBC, whose members were seven youth from across Canada. David moved to Toronto in 2004 to pursue a music degree from Humber College, and has won the Universal Music Canada award for top first-year student. He also plays the vibraphone, and has played on stage with jazz legend Dave Holland.

Bass player Charles James started playing bass in grade nine at the age of 15. He played in a high school jazz ensemble lead by Reuben Cherry drummer Bryan Humphreys. Charles has received honour awards in every high school jazz competition he entered, and has received the Music Fest scholarship to Humber Collage. Charles has studied privately with Will Jarvis and Scott Alexander. His musical taste ranges from rock, pop, jazz, fusion, funk, R&B, reggae and Latin vibes.

For bookings or more information, please contact Doreen Davies, Manager, at [dd@reubencherry](mailto:dd@reubencherry).

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