

Reuben Cherry

**September 8, 2004
FOR IMMEDIATE RELEASE**

Just Who *is* Reuben Cherry?

Find out at their debut CD release party at Jeff Healey's Night Club, Wednesday, September 8, 2004, 10 pm, 178 Bathurst Street, Toronto, Ontario, Canada.

Rock'n Soul band Reuben Cherry bring their high energy sound to Healey's, Wednesday, September 8th. Destined to be more than the next best thing, Reuben Cherry steps out in style with their first CD, "**This is Reuben Cherry**", produced by FM radio DJ and pub rock iconoclast Bob Segarini. A completely unique blend of rhythm & blues, rock, gospel and soul, their uplifting sound and high energy performance will instantly have you smiling and wanting more.

On the CD, the live sound of Reuben Cherry was captured in 3 short sessions. As a musical statement it pushes the envelope of what can be done in a recording studio by returning to recording methods not used for 30 years. Segarini quipped " If in 1962, The Rolling Stones had embraced Otis Redding and Sam & Dave instead of Howlin' Wolf, they would have sounded something like Reuben Cherry."

Formed approximately 2 years ago, the band consists of Scott McCord on lead vocals, Craig Riddock writer, lead guitar and blues harmonica, Pete Grey from "The Brothers Countrypolitan" on pedal steel, Gary Folka on bass and Brad Holy on drums. This ground-breaking band brings you heart-breaking love ballads, scorching blues epics and uplifting soul singles with a fresh, modern edge.

The CD is available for purchase online at www.reubencherry.com

Media Contact:

Doreen Davies

Tel: 647 221-8500

dd@reubencherry.com

www.reubencherry.com