

## Entertainment News / Music

### Local Scene Records / U.S.A signs PuraVida from Bristol / U.K.

PURAVIDA (UK) - "latin-soul" (son-salsa, bossa-samba, jazz, soul, funk, rock-pop!)

Local Scene Records of America is very proud to announce the signing of PuraVida (U.K.) for distribution with the label. "This band is one of a kind," says Terry Copley, CEO and founder of Local Scene Records. "They tell a great story not only with their lyrics and music, but with the story behind the band," according to Bob Michl, LSR's director of A and R. The band's story begins being told in the song "An Englishman in South America," the brilliant opening track from PuraVida's debut album with LSR: PuraVida (U.K.) "Holland House Sessions" (2009). Their story is something special; you can hear this unique and engaging relationship between the UK-based musicians and the people and places of Latin America within some beautiful songs and awesome music. Nick Roll, singer / songwriter for the band, is originally from Exeter, England but lived in Ecuador between 1997 and 2000 and frequently revisits, often writing or playing with top class musicians in Ecuador, Colombia and other parts of Latin America. PuraVida (UK) formed in the summer of 2003 in Bristol, UK, a city well-known for its vibrant and high quality music scene. But Nick has told us that his whole life, his family, his music, "literally my heart and soul", now belong equally in the UK and in South America which is probably what makes the music and song-writing so intriguing. Hence the name "PuraVida (literally "Pure life", a common greeting in Costa Rica, in fact) UK - latin-soul"!

Interestingly enough, this young man and his fellow Bristol-based band mates are not known as your typical Brit/pop band as would perhaps be expected from their origin and the fan base in their home town in the south-west of England. Local Scene Records knows them only as an authentic, acoustic Latin/soul-funk/flamenco/salsa band with contemporary Latin rhythms and high class musicianship. "This band has great potential and we're glad to be part of the magic they will share with the world" says Wayne Flatmo asst. director of A and R at the labels head quarters in Big Bear Lake, California about 2 hours East of Hollywood, LA.

Local Scene Records' vision is to bring REAL music by REAL people to a hungry population of music fans around the world that wonder where the real music went. It's often in the clubs, bars, festivals and lounges according to the label's official website at [www.localscenerecordlabel.com](http://www.localscenerecordlabel.com). "Its about real people like you and I who sometimes may have day jobs or families but are also musicians and songwriters" according to Copley and continues to say that PuraVida (U.K.) exceeds that bill while still remaining "local" in some aspects. These guys are the real thing just like so many artists who can never get a real chance to get what they want out of their careers.

### An Englishman making latin music in the UK and South America?

Totally! This seems to really work for them and it's interesting to hear the hint of an English accent in Latin fused music which makes PuraVida(UK) a one of a kind act. If you want to hear a great Bristol-UK band singing compelling songs with authentic language to latin-flavoured music, well this is the album and its really something worth listening to and better yet, buy this Cd for you or anyone you know. The music

from "Holland House Sessions" is both romantic with a bridge to high energy which makes it really infectious as you go through all types of moods and stories. The song-writing is particularly well done; it sounds heart-warmingly sincere, never fake and always tells a story, and in this day and age, that is really hard to come by. Also joining Nick Roll, who sings and plays guitar on this latest album, are some very exceptional musicians such as James Morton: Alto Saxophone, Ivan Moreno: Cajon, congas, bongos, hand percussion and vocals, Pete Airey: Spanish guitar and vocals and writer of one of the songs, Sol Ahmed: Double bass.

Local Scene Records Kimberley Haring says 'We can't wait to see how far we can go with PuraVida ( U.K.)'s music. We will be securing airplay here in the U.S at select target stations to start off and around the world both on-line and off, Digital downloads of their music from the top download sites around the world including Itunes. uk, Itunes.fra etc.. Napster, and 47 other companies that provide music to be downloaded from anywhere in the world for fans of the band and new music seekers". LSR will also be providing ring-tones from the band's album available soon at the label's website.

The album is exclusively distributed in the U.S.A and around the world via the label's website at [www.localscenerecordlabel.com](http://www.localscenerecordlabel.com)

For those wishing to purchase you can do so at the major download store sites to purchase singles or the entire album. You can also find out more information about the band at [www.myspace.com/puravidauk](http://www.myspace.com/puravidauk)

The label will be launching January 1st, 2009 and features other artists signed to the label as well. So next time you are strolling around Bristol, or any other city in the UK for that matter, or maybe you are in California or Ecuador or you are listening to the radio anywhere in America (South and North), in fact anywhere in the world and you hear some incredible Latin vibes with great "British English" mixed with Spanish vocals, the chances are that you are in the the realm of PuraVida (U.K.)

For more information about Local Scene Records or any of their artists, Contact Kimberly Haring at [kimberleyharing@localscenerecordlabel.com](mailto:kimberleyharing@localscenerecordlabel.com) or vist Local Scene Records at [www.myspace.com/localscenerecords](http://www.myspace.com/localscenerecords)

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