

The Independence Bulletin Journal

## Band Pomeroy to visit Independence during six-week tour

### Getting to know Pomeroy

Pomeroy will be in town on a six-week tour promoting their new album "A New Reflection." The album dropped October 9 and will be available in major stores nationwide. The tour kicked off on October 12 in Des Moines. Pomeroy will be playing at Devon's on the Dam on October 27.

Back in 1999 the music scene was vastly shifting. Throughout the nineties, rock bands ruled the arena, with the kings being: Alice in Chains, Nirvana, Weezer, Metallica, and Red Hot Chili Peppers. However in 1999, Britney Spears, N' Sync, Backstreet Boys, as well as other pop acts owned the charts, even giving Cher another comeback. The combination of the past's rock movement and the mobilization of the pop takeover created a blend of pop-rock music that was yet to be tapped into properly. This set the stage for a college band named Pomeroy from Kansas City, Missouri to create a new, fresh sound, and take over the Midwest for almost a decade.

Pomeroy released the song "Robo Flow" from their first album *Inside the Shine* in the spring of 1999. It caught on like wildfire and was heard all over Midwest radio. Fans flocked to see the band, and they were consistently selling out shows, and packing venues. Pomeroy showed their dedication from the beginning, determined to give their fans a spectacular live show with great music. Their touring circle began to grow, as the buzz around them flourished.

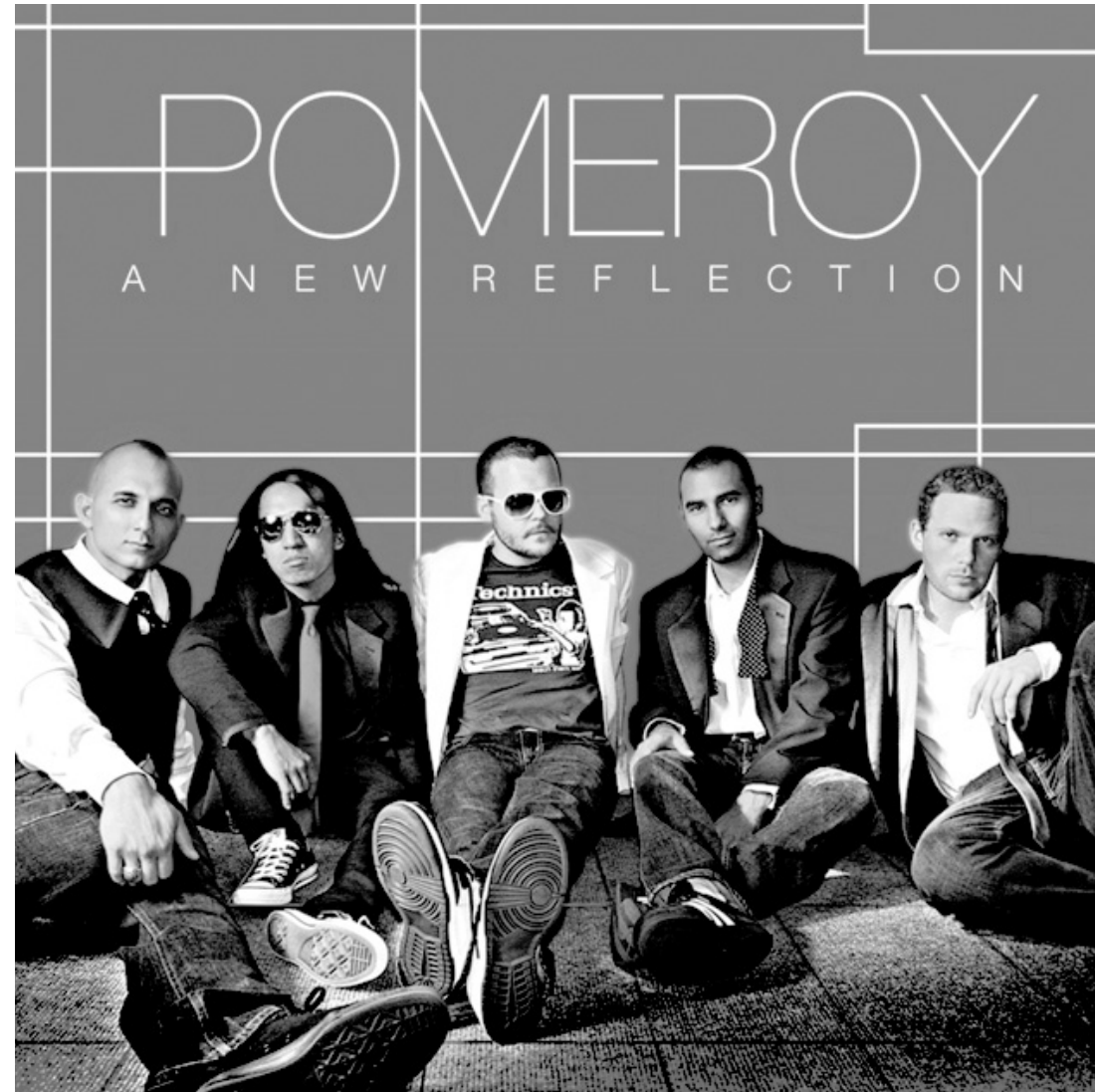
It was at this time when prestigious labels began to contact the band with offers. Atlantic, Warner Bros, Sony, Universal, and a barrage of indies came at them with similar comments, "Wow, we really love that song. But why doesn't the rest of the album sound like that song?" Pomeroy's answer may have been shocking to some of the labels, but they had to stick to their guns. They weren't about to make an entirely mainstream album. It was not because of the difficulty. Making a record where every song fit into the mainstream music scene was a no-brainer. They were seeking something more, and leaving formulaic approaches behind. Although Pomeroy had made a serious mark with their hit

song, they all agreed that the rest of their album was just as important and it was critical to stick by that thinking.

Years passed and their focus turned to perfecting their live show. With a stellar set list, powerful instrumentation, and sheer talent, the band became the stars of the Midwest music scene. They landed opening slots for national acts and quickly became the headliners for large venues. Pomeroy released two more records throughout this time, *Cocoon Club* in 2001 and *Identity* in 2004. Their DVD/EP titled *Live at the Blue Note* was released in 2005 and garnered rave reviews. With all of this success under their belt, Pomeroy felt like it was time to release an epic record that would be unforgettable, timeless, and reflective of their growth as a group and rebirth as new artists.

On October 9, 2007 Pomeroy released their new album, "A New Reflection." Now, as the album's title clearly portrays, almost ten years since their beginning-- Pomeroy is emerging as a band that is more skilled than ever, having shaped and refined their craft to perfection. Vocalist, David Fairbanks, shares, "This album has become much more than just 11 songs on a CD. It has become the battle cry behind this bands evolution. It is the axis around which Pomeroy now spins and has ultimately led to our creative rebirth. It is fresh, it's different, and it's the best collective work of art we have ever produced." Layered with guitars, big drums, deep pockets, and beautiful melodies, "A New Reflection" is bound to make an impact in the music industry.

Pomeroy's single from the new album, "The Beat Goes On" is currently being spun 160+ times per week on top 40 radio. The most noteworthy of these stations is Sirius Hits One [the fourth largest radio station in the United States], who is spinning the single ten times a week.



They are also receiving Top 40-airplay in New York, California, Kansas, Missouri, Oklahoma, Texas, Illinois, New Mexico, North Dakota, Washington, Minnesota, Ohio, South Carolina, Mississippi, Louisiana, Alabama, and The Virgin Islands, with more stations and states being added every week.

Pomeroy is setting off their album launch with an intensive 30-city tour which started October 12. They will be at Independence's Devon's on the Dam on October 27. Vocalist, Matt Marron says, "Our live show has always been our home run ball. Now it will be our record. We're in a very different situation because we have to scale up our live show to match the intensity of our

new album. Expect a live show like you've never seen before. It's going to be in your face – quite moving."

As veterans of the stage, Pomeroy has been enlightened by their longevity in the music industry and inspired to emerge with a sound that is unmatched by any band today. They have their finger on the pulse of the Midwest, and they have created a musical point of view with no boundaries and unparalleled energy. Good bands change with the times. Great bands change the times. This is Pomeroy.