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John Varvatos - FREE THE NOISE and the winner is...

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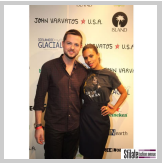

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John Varvatos USA, SPIN Earth, and Island Records are Pleased to Announce the Reckless Sons
Winners of "FREE THE NOISE". A Global Search for the Next Great Rock 'n' Roll Band.

Last night John Varvatos played host to the concert for the FREE THE NOISE contest in his Bowery NYC boutique. It was a unique event amongst a throng of fashion week parties as three bands battled it out in true rock and roll style for the coveted winner's title. The night's battle included performances by the Fast Romantics from Calgary, Canada, and The Howlers from Santiago, Chile, for a crowd of musicians, celebrities, fashionistas and judges that partied in true old school CBGB's fashion. Only one winner could be chosen and at the end of the night the votes went to the Reckless Sons from New York, USA, featuring Matt Butler, rhythm guitar & lead vocals; Austin Schumacher, drums; Anthony Stella, lead guitar; and Jacob Sloan, bass.

Having just experienced powerful performances from these new bands from Chile, Canada and NYC, John Varvatos, commented, "I am more energized and committed than ever to play a part in providing a platform for these young artists to have a voice!"

The Reckless Sons will be signed and developed by Island Records and will become the face of the first John Varvatos USA ad campaign. The campaign will be shot in NYC this week by Mick Rock with YARD, the Varvatos creative agency of record. YARD Creative Director Stephen Niedzwiecki stated, "There was a rawness and authenticity last night that I haven't felt since the mad 80's in NYC…when the possibilities seemed endless."

Filled with excitement about the chance to take their group to the next level, the Reckless Son's lead guitarist, Anthony Stella, said, "It's very cool that a guy like JV uses his leverage to support young bands, and having the chance to play in the old CBGB's is a dream realized."

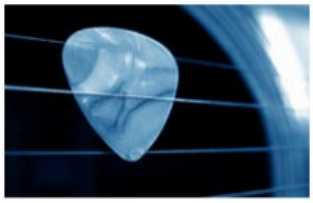
The Free the Noise competition was judged by John Varvatos, along with his panel of guest judges, which included Perry Farrell; Sam Endicott of The Bravery; SPIN Editor Doug Brod; Mark Didia of Island Def Jam Music Group; and photographer Mick Rock.

"The life and sound of NYC was in the music of the Reckless Sons. Their style and sound was sexy, and nothing competes with sexy," said Perry Farrell.

"Their energy is great. Matt Butler's voice was very strong, which is a rare thing these days in lead singers. They had a presence on stage and their songs really stood out."
-Sam Endicott, The Bravery

"There is so much competition in the music industry now and getting noticed, let alone signed, is an extremely difficult process. This contest is important because it gives young bands the exposure and opportunity to showcase their talent – which is amazing."
-Mark DiDia, Island Def Jam Music Group

3 Awful Guitar Mistakes



Did you know that 99% of guitarists will keep making the same 3 mistakes over and over again? Click Here to save years of pain.

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"All three bands came to impress. They were really solid, but it was the Reckless Sons who killed it with their energy, pure talent and great songs. That combination won it for them."
-Doug Brod, Spin Magazine

"All the bands were great and at times, were equally neck and neck. The Reckless Sons were, in the classic sense, pure rock' n' roll."
-Mick Rock, Photographer

Among those that came to cheer on the competing bands were: Chace Crawford, Dennis Quaid, Bob Gruen, Gabe Saporta of Cobra Starship, Damien Fahey and Grasie Mercedes, Ronnie Kroell from Make Me a Super Model, Tarkan, and Your Vegas band members: Coyle Girelli, Mark Heaton, Mat Steel, and Jon Titley.

These up-and-coming bands submitted their original material on the global music platform SpinEarth.tv. In addition, SPIN Earth's network of more than 350 worldwide correspondents scoured clubs and festivals around the globe for the freshest talent.

The other finalists that battled it out during last night's competition were:
Howlers from Santiago, Chile, featuring Tomás Nazal, guitar & vocals; Cesare Serra, guitar & vocals; Matías Sierra, bass; and Salvador Burrell, drums.
The Fast Romantics from Calgary, Canada, featuring Matthew Angus McLeod, lead vocals, guitar, piano; Matthew Gordon Kliewer, lead guitar; Jeffrey Lewis Avramenko, bass guitar & backup vocals; Alan Douglas Reain, drums; Laurna Dawn Germscheid, organs, synth, percussion & backup vocals.
Thanks to the generous donation of Flip Video, the three finalist bands received a Flip ULTRA camcorder to document their journeys. This personal footage will be entitled "THE FREE THE NOISE STORIES" and is being featured on johnvarvatos.com, spinearth.tv, and islanddefjam.com.

To view the three finalists' videos entries submitted to FREE THE NOISE, please visit: http://www.spinearth.tv/freethenoise

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(Friday, 18 September 2009) | **agenda**

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