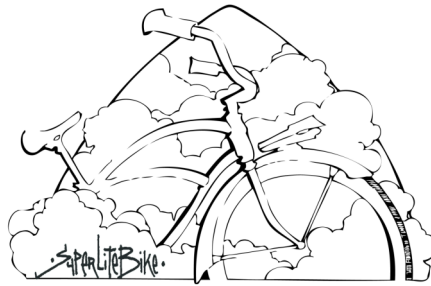




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## **SUPERLITEBIKE TO RELEASE DEBUT ALBUM IN MAY**

**After entertaining a league of fans with their unpredictable live performances, SuperLiteBike will release debut album *Away We Go* on Thursday, May 13 at The Parish benefiting *Grounded in Music***

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**(dateline – Austin, February 2010; source: Juice Consulting LLC) –** A local favorite in the world’s Live Music Capital, the members of SuperLiteBike have captured their infamous live energy in their soon-to-be released debut album, ***Away We Go***. The band will celebrate with an official **album release party** on **Thursday, May 13** at **The Parish**, located at 214-c East Sixth Street in Austin. Doors open at 8:30 p.m. and the show will begin at **9:30 p.m.** Tickets are **7 USD** in advance and can be purchased at [www.theparishaustin.com](http://www.theparishaustin.com) or at the door for **10 USD**. Certain proceeds from the event will go to local youth charity **Grounded in Music**.

SuperLiteBike is known for promoting their shows with brilliantly amusing video flyers (see: [http://www.superlitebike.com/fr\\_index.cfm](http://www.superlitebike.com/fr_index.cfm)) and for their highly energetic live performances, which always result in a charged-up fan base who just can’t seem to stop dancing. On the evening of their album release, complete with colorful dancers and a brass band, SuperLikeBike will reveal a new music video for “Raise the Colors” (the focus track on the new album), which is being directed by J.J. Castillo/Jose Jones Films. The band’s contagious electricity combined with their creative marketing savvy will undoubtedly launch ***Away We Go*** into the music stratosphere.

SuperLiteBike is comprised of **Patrick Husband** on lead vocals, rhythm guitar and trumpet, **Jackson Ellis III** on bass & back up vocals, **Travis Larrew** on lead guitar, **Rob Edmiston** on drums, and **Chris Heckendorn** on keys, trumpet and rhythm guitar. All of whom come from a diverse array of musical backgrounds which meld together to provide what they call “a whimsical mode of transportation to tour the realms of rock, indie and experimental music.”

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The band co-produced the album with **Nick Jay**, sound engineer and bass player for Jonathan Tyler and the Northern Lights. It was recorded at The Bubble in Austin with the guidance and expertise of owner **Chris “Frenchie” Smith** and co-owner **Alex Lyon**. The band is managed by **Christee Albino** who works for the Texas Chapter of the Recording Academy (The **GRAMMY**® Association).

Sequentially from beginning to end, all the songs on *Away We Go* tell “the story of a girl leaving the planet only to come back and realize that’s her home.” To the members of SuperLiteBike, there is a direct correlation representing the beginning of their lives as a professional band and their impending launch. Patrick wrote the lyrics to the songs, and they all had a part in composing the music. Appropriately titled, **Away We Go** is envisioned as their “send off” as they embark on another musical journey.

Tracks include:

- **That’s a Lot of Adhesive:** A slightly melancholic celebration of the valleys of life
- **Raise the Colors:** Encourages living outside of parameters imposed by society – living free from the judgment of others
- **The Great Erie:** A song about transition
- **Something with Spectrum:** A song about the common thread of humanity – “we are all the same on the inside”
- **On to the Next:** An old Pocketful of Deng song about life experience
- **The Rescue:** The beautiful, lazy guitar lead invokes a sense of happiness
- **Home:** Based on the idea of stepping into the role of an astronaut and beholding the greatness of our planet from space
- **Unbelievable Party!!! Cool:** A song about “keeping up with the Jones’ dance moves”
- **See Change:** A song expressing the realization that your time is not your own
- **Let’s See a Jet Plane:** Dream, but don’t lose yourself while trying to achieve it

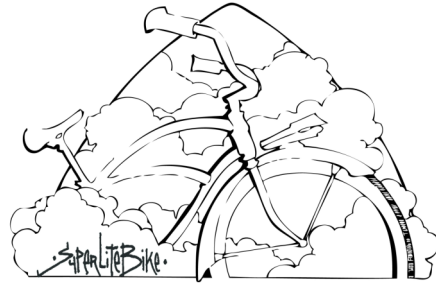
For more information about SuperLiteBike, please visit [www.superlitebike.com](http://www.superlitebike.com)

**About Grounded in Music:**

Grounded in Music is a 501 (c)(3) non-profit corporation whose sole mission is to change the lives of underprivileged children grade four through 12 by exposing them to the possibilities available by choosing music as a career, hobby, or alternative to life on the streets. For information, please visit [www.groundedinmusic.org](http://www.groundedinmusic.org)

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For information about the release or general media inquiries, please contact **Heather Wagner** at **713 208 3891** or [heather@juiceconsulting.net](mailto:heather@juiceconsulting.net).



## SuperLiteBike Biography

*“A whimsical mode of transportation to tour the realms of rock, indie and experimental music.”*

As self-proclaimed southern gentlemen, the members of Austin-based band **SuperLiteBike** put their all into making sure anyone that hears their music – on a recording and especially live – has an unquestionably rockin’ time. As a band, playing live is always one of their favorite things to do, and they believe the magnitude of their audience’s live concert experience is directly related to the fun outwardly displayed on stage. Good times are always contagious – and that’s what they are all about. Their hefty following of fans would undoubtedly agree as they have experienced the electricity generated during a SuperLiteBike show. Containing that energy to record their upcoming debut release, **Away We Go**, has proven to be quite the ride. Due out on **May 13, 2010**, the album is meant to be heard in its entirety and as a result promises to take the listener on a galactic voyage.

Band members include **Patrick Husband** on lead vocals, rhythm guitar and trumpet, **Jackson Ellis III** on bass & back up vocals, **Travis Larrew** on lead guitar, **Rob Edmiston** on drums, and **Chris Heckendorn** on keys, trumpet and rhythm guitar.

The band co-produced the album with **Nick Jay**, sound engineer and bass player for Jonathan Tyler and the Northern Lights. It was recorded at The Bubble in Austin with the guidance and expertise of owner **Chris “Frenchie” Smith** and co-owner **Alex Lyon**. The band is managed by **Christee Albino** who works for the Texas Chapter of the Recording Academy (The **GRAMMY**® Association). The members of SuperLiteBike not only have high hopes and aspirations as a band but also have some great folks on their support team who will collectively bring them to the next level of success.

The album just “came together.” Bass player Jackson describes the experience: “Everything with this album was meant to be, in my opinion. We didn’t really pick the songs. They just came together themselves, and we knew that we were going to record them.” Sequentially from beginning to end, all the songs on *Away We Go* tell “the story of a girl leaving the planet only to come back and realize that’s her home.” To the members of SuperLiteBike, there is a direct correlation representing the beginning of their lives as a professional band and their impending launch. Patrick wrote the lyrics to the songs, and they all had a part in composing the music.

SuperLiteBike, Jackson puts it, “started with a dream.” Although not his own, but that of the future lead guitarist Travis, who at the age of 12, started playing music. Influenced by his father who played guitar and sang in a gospel bluegrass band, by the time he reached 17, Travis could play just about *any* Jimi Hendrix song. And from that point, he always dreamt of being in an incredible band of his own.

The dream officially became a reality in 2008 when two locally-known bands melded together into a super group. The momentum initially began when A Pocketful of Deng formed in the summer of 2003. Patrick, who would become the lead singer and trumpet player, met life-long friends Travis and Jackson while working at Joe’s Crab Shack. In the first few months, the band also had a harmonica player, who was also provided courtesy of their employment at the Shack.

Then in February of 2004, the structure of the band changed drastically. Travis and Jackson ran into Rob Edmiston randomly at a party who shortly thereafter replaced their novice drummer. A Pocketful of Deng took off playing show after show, winning Battle of the Bands and even touring together. Even with all the success they were experiencing, it just never felt “right.” They had arrived at the creative cusp of evolving musically from what they collectively represented in that band.

It was time to move forward from these parameters so they mutually decided to eliminate harmonica from their lineup, but the need for a fifth member was there so Patrick suggested a longtime friend of his, Chris Heckendorn, who was also the lead singer and guitarist of The War Against Sleep. Patrick met him many years before when the two were involved in their school’s regional band concert. He had heard about Chris’s amazing skills on trumpet so he actually skipped three chairs just to sit next to him. After consulting with the rest of the band, who all knew Chris well from playing gigs with The War Against Sleep,

they agreed that he was indeed the ideal candidate. Chris came on board as keyboardist, rhythm guitarist and would of course lend his stellar skills as the band's second trumpet player.

With the perfect fifth member in place, there was only one more change to make – the name. With a “new sound and new attitude” the band decided to call themselves **SuperLiteBike**. The name seemed to fit for various reasons; one of which stemmed from Patrick's childhood desire to own a “very light bicycle, which symbolizes quality and craftsmanship.” From there, it thrived on his concept of personifying a bike through a band who would strive to provide a “whimsical mode of transportation to tour the realms of rock, indie and experimental music.”

The five band mates all gravitated to Austin in a quest to find a band, and they each come from a wide span of musical backgrounds. Their individual musical interests soar across the spectrum of styles varying from metal, classic, country, jazz, electro and even opera. The only band that without question can be found in all of their collections is Radiohead, but they do share common goals when it comes to making and performing music. That is to let the music “stem from spontaneity” and allow it to “write itself through the emotions of the musicians” according to lead singer Patrick, whose vast background includes studying operatic techniques and becoming a two-time National Association for Teachers of Singing (N.A.T.S.) finalist.

He adds, “We try to be different than ourselves and allow the music to just be. We are not afraid to make music that is outside our own genre.” They prefer not to be classified so adamantly that they scrap a song the moment it sounds recognizable but will admit “melodic rock” sums up their musical style well. Jackson comments, “Sometimes we can be melodic and still rock. It's a whirlwind.”

The songs on the album include:

- **That's a Lot of Adhesive:** A slightly melancholic celebration of the valleys of life
- **Raise the Colors:** Encourages living outside of parameters imposed by society – living free from the judgment of others
- **The Great Erie:** A song about transition
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