

MEDIA ALERT

****Please add dates to concert listings****

**THE ELWINS PREMIERE “HEY! YA, YOU” ON [HUFFPOST](#)
WATCH + SHARE VIDEO [HERE](#)**

**NEW ALBUM *BEAUTY COMMUNITY* OUT NOW
PURCHASE THE ALBUM [HERE](#)**

BAND SET TO RELEASE 13 LYRIC VIDEOS FROM NOW UNTIL CHRISTMAS



“This is a record that delivers instant gratification” - ***Exclaim!***

“[The Elwins] have a rare knack for incredible hooks that are impossible not to sing and dance along to...” - ***Alan Cross***

(Toronto, ON - November 3, 2017) - Toronto-based pop-rocksters, **The Elwins** have premiered the video for the infectious hit “Hey! Ya, You” on [HuffPost](#). **Watch + Share video [HERE](#)**. The track is off their recently released full-length LP ***Beauty Community*** out **NOW** via Hidden Pony (Canada/US) and Elwins Music Group (outside North America) available for **purchase [HERE](#)**. ***Beauty Community*** features 13 freshly minted and ridiculously catchy tracks, which the band have created lyric videos for and will unveil in the weeks leading up to Christmas. More details to come. In the meantime, having just finished the first half of their North American dates, the band is in the midst of their Canadian tour dates, which includes a stop at **The Mod Club** in Toronto on **December 3**. See below for the full routing.

On the making of the video, the band shares, “We worked with friends of ours from Toronto (Vanessa Heins, Zachary Rose & Jesse Korgemaa) who came up with a concept that touched on the meaning of the song in a manner that we all really liked.”

The Elwins - singer/guitarist **Matt Sweeney**, drummer **Travis Stokl**, guitarist/keyboardist **Feurd**, and bassist/singer **Francesco Figliomeni** - came together in 2006 near Newmarket, about an hour north of Toronto. After touring extensively behind 2012's ***And I Thank You*** and 2015's ***Play for Keeps***, the four members developed a natural chemistry, which continues to propel (and challenge) their collaborative spirit on ***Beauty Community***. ***Play For Keeps*** notably helped garner the band a 2016 **JUNO nomination for *Breakthrough Group of the Year*** with its first single, “So Down Low”, which amassed over 25 million audience impressions, peaked at #12 Alternative Rock, and was featured in a Canada-wide advertising campaign for Fido.

Says Elwins bassist Francesco Figliomeni, “Looking back, it kinda blows my mind thinking about all the different conversations we had about the new album and how much we supported each other through the process of making it. I guess it’s not exactly a surprise but a nice reminder that four different people with different tastes can come together and create something.”

The Elwins had never entered the studio with so many songs before, each member coming in with strong material. An unspoken desire for more introspective ballads seemed to pervade each songwriter's creative impulse, weirdly putting some pressure on the band to figure out what this record was all about. Experimentation led to new creative forays, including, unusually, an instrumental: "Your Very Own Beauty Community." There seems to be an overtly upbeat spirit to the songs and a sensitive, inquisitive sentiment within *Beauty Community* - a particularly refined and dynamic display of the band's powerful pop songwriting chops. A close listen suggests that certain things are being processed; relationships, life, the sense of (and not) belonging. In the end, *Beauty Community* is the work of an experienced unit - a band of brothers who know when to push each other out of comfort zones. There's plenty here for Elwins faithful to cling to but also tasteful explorations that shed new light on the band.

Link to *New* Hi-Res Press Photo: <http://bit.ly/2wbaTqx>

(Photo credit: Jesse Korgemaa)

L to R: Frankie Figliomeni, Feurd (Ian Robertson Moore), Travis Stokl, Matthew Sweeney

Link to hi-res LP *Beauty Community* cover: <http://bit.ly/2fIMMZT>

Beauty Community Tracklist

01. Hey! Ya, You
02. Don't Walk Away From Me
03. OMG
04. Hocus Pocus
05. Dreamgirl
06. Looks Like You're Hiding
07. Never Felt So Good
08. Your Very Own Beauty Community
09. How Do You Feel
10. Watercolour
11. Grind You Down
12. C'mon C'mon
13. This Is It

Upcoming Tour Dates:

- Nov 2 - Red Deer, AB @ Bo's
- Nov 3 - Edmonton, AB @ Brixx
- Nov 4 - Calgary, AB @ SAIT
- Nov 7 - Vernon, BC @ Ratio Coffee and Pastry
- Nov 8 - Kelowna, BC @ Habitat
- Nov 9 - Nanaimo, BC @ Queens
- Nov 10 - Victoria, BC @ Lucky Bar
- Nov 11 - Vancouver, BC @ Cobalt
- Nov 15 - Hamilton, ON @ Mills Hardware
- Nov 16 - London, ON @ Rum Runners
- Nov 17 - Peterborough, ON @ Red Dog
- Nov 18 - Richmond Hill, ON @ Cosmo Music
- Nov 22 - Kingston, ON @ Grad Club
- Nov 23 - Montreal, QC @ Casa
- Nov 25 - Ottawa, ON @ 27 York
- Nov 30 - Newmarket, ON @ Newmarket Theatre
- Dec 3 - Toronto, ON @ Mod Club w/ Jukebox The Ghost
- Dec 7 - Oshawa, ON @ Oshawa Music Hall
- Dec 8 - Guelph, ON @ Ebar
- Dec 9 - St. Catharines, ON @ Warehouse

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