

MEDIA ALERT

THE ELWINS KICK OFF *BEAUTY COMMUNITY* LYRIC VIDEO SERIES

FIRST VIDEO “HOCUS POCUS” PREMIERES VIA EXCLAIM! [HERE](#)

ON TOUR NOW INCLUDING DECEMBER 3 AT THE MOD CLUB, TORONTO



“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 23, 2017) - Toronto-based pop-rocksters, **The Elwins** kick off a very special lyric video series just in time for the holidays with the premiere of “Hocus Pocus” via [Exclaim!](#) The “Beauty Community Lyric Video Series” consists of beautifully filmed narratives that accompany each of the 13 tracks on the LP. Each video will be unveiled over the coming weeks including via the band’s socials where they will ‘unbox’ videos from the series each week. “Hocus Pocus” was directed by Zach Rose and Jesse Korgema. Stay tuned to the band’s official Facebook page for more information: <https://www.facebook.com/TheElwins/>.

Says the band of the series, “When we completed our new album [*Beauty Community*], we approached the town of Newmarket - the place where we all met - to see if they’d be interested in helping us create a 12-part lyric video series that captured the essence of the album title. We’ve always been fans of lyric videos but truthfully hadn’t seen many that were super engaging. It was a fun challenge coming up with different concepts, and being able to showcase some of our favourite local spots growing up was important to us. Our goal was that each video be a fun, new visual experience for the viewer.”

Beauty Community features 13 freshly minted and ridiculously catchy tracks and is available now to purchase and stream on all DSPs [HERE](#). The first ‘official’ video for the infectious hit “Hey! Ya, You” (Vanessa Heins, Zachary Rose and Jesse Korgema) premiered earlier this month on [HuffPost](#). **Watch + Share the video [HERE](#)**. The band is in the midst of a Canadian run, which includes a stop at **The Mod Club** in Toronto on **December 3**. See below for the full routing.

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.

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 23 - Montreal, QC @ Casa
Nov 25 - Ottawa, ON @ 27 York
Nov 30 - Newmarket, ON @ Newmarket Theatre
Dec 2 - Waterloo, ON @ Starlight w/ Jukebox The Ghost
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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