

## MEDIA ALERT

THE ELWINS DEBUT NEW VIDEO FOR “GRIND YOU DOWN” [HERE](#)

HELP SUPPORT EFFORTS OF CAMH  
[THE CENTRE FOR ADDICTION AND MENTAL HEALTH](#)

Watch The Elwins Discuss Inspiration & Perform “Grind You Down” on CP24 [Here](#)



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

(Toronto, ON – January 30, 2019) - Toronto-based pop-rocksters **The Elwins** have debuted a new video for the song “Grind You Down” to help support the efforts of [The Centre for Addiction and Mental Health](#) (CAMH). Shot at the historic Sharon Temple in Sharon, Ontario by Adrian Venni and Wyatt Clough, the video features the **Four on the Floor** string quartet and a choir of friends accompanying the band. The track is off The Elwins’ latest full-length LP **Beauty Community** out **now** via Hidden Pony (Canada/US) and Elwins Music Group (outside North America) and available to purchase and stream on DSPs [HERE](#).

“The lyrics to ‘Grind You Down’ have significant meaning to myself and the members of The Elwins,” says singer Matthew Sweeney. “Mental health and the stigma surrounding it are very serious subject matters that can affect anyone. We are doing our best to address the topic, and trying to encourage dialogue, support or anything else we can to encourage people to seek assistance if they require it. We’re very fortunate that there are many incredible organizations that offer services and while it’s sometimes a difficult bridge to cross we want people to feel as comfortable as they can.” For more information, please visit a resource like [The Centre for Addiction and Mental Health](#).

The Elwins have had an incredibly busy year, touring extensively in support of their third album, *Beauty Community*, which garnered the band’s **first Top 10 single** with “**Hey! Ya, You**”, a Top 20 single with “**Don’t Walk Away From Me**”, and a quick-rising third Top 20 single, “**Never Felt So Good**”, which is still climbing the charts and was featured in a Canadian Tire TV campaign this past summer which you can watch [HERE](#).

The band was also enlisted to record the soundtrack for Volkswagen's [newest 2019 Jetta commercial](#). For the commercial, The Elwins perform a very fun cover of Eddie Murphy's 1980's hit, "Party All the Time". **Check out a stream of the song [HERE](#).**

**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.

The band just wrapped up an extensive Canadian tour as direct support to **USS** and are currently working on new music for their 4<sup>th</sup> studio album.



Link to \*New\* Press Photo: <http://bit.ly/2BrMk7O> | Photo credit: Vanessa Heins  
L to R clockwise: Feurd (Ian Robertson Moore), Frankie Figliomeni, Matthew Sweeney, Travis Stokl

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