

# Overlord Publicity

SENIOR CONSULTANT:

ROD HARROD

Classic House  
113/117 Westbourne Grove  
London, W.2  
01-727 3505  
Cables: Musiclass, Ldn.  
Telex: Musiclass, Ldn. 27382

RELEASE:

\* \* \* \* \*  
\* S W E G A S \*  
\* \* \* \* \*

"A band to keep an eye and an ear open for", thus wrote John Peel about SWEGAS in September. Since then this eight piece outfit, with their four brassmen front line, have cut their first album and single on the TREND label. The single, written by the band, titled "What Ya Gonna Do", is released on December 11th, 1970, and the album, "Child of Light", will be on release in early January 1971.

For those who didn't study ancient English, we should explain that the name SWEGAS is as explanatory of this band as the name Beatles was of the Liverpool four. "Sweg" is the Anglo-Saxon word for "Sound, noise or melody". There are several plural forms, one of them "SWEGAS".

The skeleton of SWEGAS was formed nearly two years ago. In the first year there were over fifty personnel changes, the nucleus searching not only for talented musicians but also people with the right personality and the musical inclinations.

In the last twelve months, however, there have been only two personnel changes. The band found a new drummer and a trumpeter to replace one of the original members who returned to musical college.

Twelve months ago SWEGAS signed a management contract with Barry Class.

## EUROPEAN SUCCESS

The band has made several highly successful European tours, and have been acclaimed in European capitals from Oslo to Rome as being the finest brass line-up jazz/rock outfit in Europe.

At festivals and clubs promoters and fans have welcomed them and re-booked the band on the spot.

In Rome, for example, they headed the bill at a festival at the 2,000 years old Caracalla Roman Baths, and were the only band from whom the 15,000-strong audience called for four encores.

Also in the ancient city, a club owner, not exactly reknowned for his generosity, broke open eight bottles of champagne - one for each member of the band - after the first night of a week residency. The residency was extended a further week with nightly packed houses, and further bouts of "bubbly" from the club owner.

Contd/2

On another occasion, at a festival in Constanz, Germany, SWEGAS seemed to prove the saying "the sun shines on the righteous". Bands on both days of the festival played in torrential rain and some were even rained off. When it came to the time for SWEGAS to play, however, on both days the rain miraculously stopped and the sun shone!

Having made a sizable impression on the Continent, SWEGAS returned to London in September 1970. From their first London club date at the Speakeasy they were offered NINETEEN other London club bookings.

Playing one of these dates at Upstairs at Ronnie Scott's they received praise from Warren ("Alf Garnett") Mitchell, Eric Burden's War, Jon Hendricks, and many top jazz musicians, not least of all Ronnie Scott himself who has given them an open invitation to play at the club whenever they are free.

SWEGAS write most of their music collectively - with ideas coming from one or another - and rely on extremely complex arrangements with rhythm section. They feature two lead singers (the lead guitarist and organist) but insist that their music is purely for enjoyment and carries no hidden message.

\*\*\*\*\*

For further information please contact:

ROD HARROD - 01-727 3505

\*\*\*\*\*

Keith Strachan	-	Organ/piano/vocals
Stuart Wilkinson	-	Guitar/vocals
Roy Truman	-	Bass
Billy Hogan	-	Drums
Nick Bonai	-	Trombone
Ron Shillingford	-	Tenor/soprano/flute
John Legg	-	Baritone/alto/flute
John Macnicol	-	Trumpet