



MAYERS CONSULTING

LARD DOG & THE BAND OF SHY PRESENT *DREAMERS* FRIVOLOUSLY HIGH ASPIRING MUSIC AND ART *OUT SEPTEMBER 29, 2017*

Fall 2017 brings the release of **Lard Dog & The Band of Shy's** sophomore album *Dreamers* (9/29). With this new collection of spirited music, Lard Dog continues his mission of promoting creativity, acceptance, and frivolity through his unique style of nerd rock blended with absurdist humor. The album also marks a new collaboration with co-producer Jeremy Beck and the culmination of recording with musicians who have performed together for the past two years—from Brooklyn, to Broadway, to Lollapalooza.

The uplifting 11 new songs on *Dreamers* are sure to fill the hearts and souls of listeners with an abundance of empowering messages, silliness, happiness, and both Belopian and New York City pride. Thoughtful songwriting and lyrical wordplay are skillfully paired with the impressive musicianship of the Band of Shy resulting in a uniquely original production. According to multi-media artist Steven Erdman a.k.a. Lard Dog *"It's our hope that our music will inspire you to dance, sing, smile, or scratch your head—or ideally, all of the above."* He also hopes you will delve into the artwork he's created to accompany each track, available on line, in the CD packaging, and on all sorts of merchandise.

In January of 2017 **Lard Dog & The Band of Shy** announced their ambitious 'Song of the Month Project,' which has delivered a brand new song from the upcoming *Dreamers* each month this year. The group remains committed to the project and will continue to make remaining tracks available, one a month, as a free download for 30 days until the year's end. January marked the first release in the project with the single "I Like" that landed in the #1 spot on SiriusXM's Kids Place Live's "13 under 13 countdown" and spent 15 consecutive weeks on the countdown. "I Like" is one of the most popular songs from the live show as a duet between the two leads, Lard Dog and Honey Babe, highlighting the many things that bring them joy.

Sure to be a new favorite is the title track, "Dreamers" which brings an irresistible pop-fueled energy along with the upbeat "Have A Good Day" with its well wishes to all. Of special note, "Have A Good Day" features long-time friend of the band, actor Adam Goldberg, who recorded his famous line *"I wanna dance"* from the cult favorite movie 'Dazed and Confused' for the song. On a more assertive note, the rebellious "Don't Let The Boogah Bug You Out" serves as an empowering message to not let anyone or anything get you down—clearly influenced by today's tumultuous political climate.

On two tracks Lard Dog, the alien from planet Belopio, reminds us of his love of his new home, New York City. "Ode to Flatiron" is a marching tribute to a beautiful and quintessential symbol of originality, the Flatiron Building, (complete with operatic stylings by Phantom of the Opera star, Rebecca Pitcher) and "Rock in the Rockefeller" dips into history about a little-known controversy surrounding the Rockefellers' commission of a mural for 30 Rock by Mexican artist Diego Rivera (it didn't turn out very well). Other songs were conceived with pure silliness in mind. "The Honey Bunny Song" is a highly frivolous, overly joyful western-swing sing-a-long that is pretty much impossible to sing and the mysterious "Colander Sun," about a mythical

Belopian icon, may be the first song ever written about a colander. On “Who’s Your Favorite Beatle,” Lard Dog delivers the ultimate Beatle fan song that beckons the age-old music lovers debate...John, Paul, George, or Ringo?

Two special songs on the album were written more from the perspective of Steven Erdman rather than his alter ego Lard Dog. The sweet and reflective “Take The Road” was inspired by Erdman’s two sons and shares the idea of choosing happiness in life and encourages finding the joy of giving, sharing and doing. The Herb Alpert styled “Kimbaloo” about a bird-like character who roams the earth with sazzle-dazzle, love, and smarts is inspired by Erdman’s kindred spirit and creative partner, his wife Kimberly—or as he puts it, “the apple of my peach.”

Lard Dog & The Band of Shy will perform a *Dreamers* album release extravaganza at Joe’s Pub in New York on September 24, 2017. Stay tuned to houseoflard.com for updates and more dates to be announced soon.

ABOUT:

Lard Dog & The Band of Shy burst onto the New York entertainment scene in 2015 with their off-Broadway theatre run called, *"Life's A Real Dream"*. With their quirky lyrics and infectious tunes the band became a New York City family favorite, drawing comparisons to Devo, Rocky Horror Picture Show, Pee Wee Herman, and the B52's. After many performances around the New York area, 2017 took the show on the road with performances at Lollapalooza in Chicago, IL and Wolftrap in Vienna, Virginia. Lard Dog is the brainchild of Steven Erdman, a multi-media artist whose original work spans across cartooning, animation, songwriting and live performance. From a young age, the folklore and culture surrounding cartoon art shaped Erdman’s view of the world, evidenced in the whimsical sensibility that is reflected throughout his work.

DREAMERS TRACKLIST:

1. Dreamers
2. I Like
3. Don’t Let The Boogah Bug You Out
4. Rock In The Rockefeller
5. The Kimbaloo
6. Take The Road
7. The Honey Bunny Song
8. Who’s Your Favorite Beatle?
9. Colander Sun
10. Have a Good Day
11. Ode to Flatiron

THE BAND OF SHY:

Steven Erdman, Vocals
Sharaé Moultrie (aka HoneyBabe Raé Raé), Vocals
Kendy Gable (aka H.B. Lucky Feather), Vocals
Jeremy Beck (aka Schwington Boogie),
Keyboards & Percussion
Pablo Kessel (aka Bowhaus), Guitar
Rosa Avila (aka The Lady Wonga), Drums
Benjamin Wills (aka Capt. Foot Foot), Bass
Jason Dole (aka He’s Ploop, Treat Him Nice)

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