

THE COBALT PARTY REVOLUTION

For the most part, if someone told you about a group of suburban youths with a hip-hop-indie-rock band, it would be the punch line to a joke. However, if you add a smooth rhythm, a heart pounding beat, and hooks that keep you up at night, you've got the Cobalt Party Revolution. They've proven their place in hip-hop society by creating a multi-dimensional brand of it as well as acclimating themselves with the rock genre by serving it up via live instrumentation. It's no surprise their "no boundaries" approach to songwriting has won over all types of music lovers.

The Cobalt Party Revolution began honing their skills in Cash Till's makeshift bedroom studio in early 2000, just outside of Detroit, Michigan. The collective mixed their widely varying influences with a weird brand of pop music to form something completely original. Their common ground in early 90's hip hop, old school punk, and modern indie bands brought forth a fresh new sound. "Since the very beginning we have wanted people to look at us and scratch their heads, or bob them, whatever comes first", explains Cash Till. There are traditional rock elements and traditional hiphop elements as well as completely unconventional elements to their songs. In doing so, they successfully create music without a set format which undoubtedly appeals to a broad audience.

Also known for their insanely entertaining live performances, CPR, continue to win over crowd after crowd with their tour de force stage persona. Shifting between sequenced beats, vintage loops, and live drums, percussionist Chubby (aka Jeff Sankuer) handles the backbeat alongside H.C. (aka Vinnie Strockis). H.C. skillfully provides the group's groovalicious basslines and vocal harmonies while the duel frontmen, Cash Till (aka Ryan Tilly) and Kidd Ickarus (aka Dave Willard), serve up verbal onslaught. The group's wild on-stage antics (did we mention pupeteering?) landed them gigs all over Michigan, the surrounding states and throughout Canada. The band was even selected to play the 2003 **Vans Warped Tour** stop at the Pontiac Silverdome in Auburn Hills, Michigan as well as the 7th and 8th annual Metro Times Hamtramck Blowout, the single largest local music festival in the United States, receiving an overwhelming response from concert goers.

Back in 2003, as The Cobalt Party Revolution were consistently gaining a larger fan base, they completed their first release. "*Slave to the Groove*". It was recorded using an analog 8-track recorder and no computers and was essentially a collection of demos. The highly anticipated release stormed the local streets and Internet achieving rave reviews from all who listened to it. An early version of the song, "*Hip Hop Don't Stop*" was featured in the **Pontiac Vibe**™ Summer Soundoff Radio Ad that hit major markets in Atlanta, Chicago, Detroit, Houston, St. Louis, Seattle, New York, and Philadelphia throughout the summer of 2002. Not only getting major airplay from that but CPR were chosen by Kazaa and Cornerband.com to be a part of a promotion in which Kazaa users have Cobalt Party Revolution mp3s readily available to download at all times, exposing the band to millions of digital music lovers. Their band surpassed all other bands on the program by leaps and bounds. Over **TWO MILLION** users worldwide downloaded their songs from the Kazaa server and that isn't including the times the song has been shared with other users. The song, "*Keep your Receipt*", alone scored over 1,400,000 downloads. And while that's been introducing the band to the digital music world, *Keep your Receipt* was featured on the compilation ON THE VERGE:14 best bands you've never heard of (with 20,000 copies pressed) that was also distributed to various colleges around the country. "*Slave to the Groove*" even sparked two nominations at the 2002 Just Plain Folks Music Awards for BEST RAP SONG "*hiphop don't stop*" and BEST RAP ALBUM. Not bad for a collection of demos. CPR's release of "*Slave to the Groove*" not only marked the widespread CPR mania, (already selling hundreds of copies), but also introduced the fans to the interesting characters of the collective entity known as the Cobalt Party Revolution. In late 2004 while the band began working on a follow-up album, the demo versions of the aforementioned songs "*Hiphop Don't Stop*" and "*Keep Your Receipt*" were featured in the WB's primetime drama, **One Tree Hill**. The songs were played nearly in their entirety in two separate episodes. (one scene featured Huey Lewis gettin' down to a CPR jam! How cool is that?). According to mediaweek.com about 4 million viewers caught the each episode.

In 2005, "Keep your Receipt" was placed in an episode of Lifetime's hit crime drama, **MISSING**. This proved that the CPR's sound is not only genre-defying but age-defying as well. Even stranger than that, in early 2006, **Quiznos** (yes, the sub company) used "Hiphop Don't Stop" in a television commercial that aired consistently throughout North America for months. Keep in mind, all this using demo songs recorded in Cash Till's then-bedroom.

All in all, probably the most amazing fact of this story is that the band is 100% Do.It.Yourself. From the creation of the songs to the recording of the album, to radio stints, the Cobalt Party Revolution did everything themselves. No Managers, Just hard work. In May of 2006, The band released their debut album for independent label Medea Records titled, *Ok Consumer*. The album is strong on ready-to-serve party anthems and sing-along vocals, yet continues to maintain poignant lyrical content. Each song incorporates dramatic shifts in song-writing dynamics. This new album boasts a broad maturity in the group and eagerly defines, in an artistic sense, what music means to them. Already tracks have been showing up in independent films (*the prospects mx*, gk films 2006) and movie trailers (*the Last Kiss*, dreamworks 2006). You can download a variety of CPR songs at purevolume.com or CobaltPartyRevolution.com (which also hosts the bands notorious videos and skits). As for the Cobalt Party Revolution, you can also expect to catch shows all over as the word continues to spread. And as long as they have an audience and a studio, CPR will continue to master the mic and maintain their place as pioneers of garage-rock-hip hop or whatever hell you wanna call it.



Things that make you go hmmm:

- The movie trailer for, *The Last Kiss* (Dreamworks pictures 2006), starring Zach Braff featured music from the Cobalt Party Revolution. The trailer played in theaters and on television, both nationwide and overseas.
- A Quiznos television commercial featured "hiphop don't stop" which aired throughout North America for several weeks at a time.
- An episode of Lifetime Television's *Missing* featured "keep your receipt"
- 2 episodes of WB's *One Tree Hill* included 2 separate CPR songs "keep your receipt" and "hiphop don't stop"
- A Pontiac Vibe radio ad featured the song, "hiphop don't stop"
- "Keep your receipt" was downloaded over 2 million times via Kazaa from cornerband.com
- Their collection of demo songs titled *slave to the groove* was nominated for best rap album and best rap song at the 2002 Just Plain folks Music Awards

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PUBLISHER: Cobalt Party Publishing ASCAP

medea

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THE COBALT PARTY REVOLUTION PRESS

"And now time for something completely fresh and different. CPR is the type of user-friendly band that could break down musical barriers. Those wondering what a hybrid of indie rock and hip hop would sound like when mixed successfully should join the CPR Crew, and prepare to have OK Consumer embedded deep within your boombox"

- Kenneth Morton HIGHWIRE DAZE ISSUE #101 (CA)

"Many heroes come from everyday people, stepping up when they are needed most. The Cobalt Revolution is just that, unlikely heroes for tomorrow's hit record makers, stepping up to the challenge by making a great record with songs that speak for their generation. Keep up the good work. This is an excellent record."

- Brad Wilson INDIE-MUSIC.COM

"To be honest this is my first every hiphop review. Oddly enough, I really enjoyed this disc because it's refreshing, fun, and different. I mean, What else can I say? This is a cool CD and I recommend you check this out, whether or not you're normally into this" 8 out of 10

James UNDERGROUNDREVIEW.NET

"These guys push the limits of music by blending the old school elements of funk, jazz, rock, and hip-hop and delivering it with a new school attitude. ...this album is filled with feel good music that will have you smiling, bobbing your head, and shaking your A\$\$! This is a CD you definately want to have in the player for those times when your house party is starting to drag and needs a boost! "

Chad Goldstein LO-KEY VOLUME 2 ISSUE 2

"The songs are extremely catchy and sound professionally done. I don't know if they're oldschool or not but these guys are good so it doesn't matter either way."

Forest Juziuk HIGHBIAS ISSUE 1 VOL 1

"Musically, they can make a song flow as smoothly as vintage Jungle Brothers or De La Soul..."

Theodore Defosse SPLENDID EZINE

"What do you get when you mix old 70's Funk, Old Skool Rap, Rock n' Roll, 2 MC's and a few crusty microphones? Well you get The Cobalt Party Revolution of course! There is no doubt in my mind that everyone will find something they very much enjoy on this album. Looking for something big, funky and different? Look no further." 8 out of 10

Rich Tiernan HOKUS-POKUS.NET -

"...As if the Gods of Independent Music had responded to my wavering faith, Cobalt Party Revolution accosted the stage and lit up the room which, almost mystically, had filled up with warm bodies sometime during my anxiety attack. Their humorous and lighthearted rhymes were exactly what I needed, and what the crowd wanted by evidence of the cheers and shouts that followed every song. CPR had "revived" the room and reminded me why I ever bothered with all this"

Mitch MICHIGANBANDS.COM (after seeing the band live)

"CPR brings the flava like chicken bouillon cubes"

-J.Moore (an important person)

"a party band with uplifting lyrics and garage rock stewed riffs... funky!"

J.Sin SMOTHER.NET

"Shit Sandwich"

Anonymous from Anytown, USA

THE COBALT PARTY REVOLUTION

ALBUM STATS



Cobalt Party Revolution *ok consumer*

1. who wants to party?
2. slave to the groove
3. lights, camera, satisfaction: or how i learned Hollywood was a bad thing
4. every sweet song
5. cold product revolt
6. ghosts of a guilty man
7. keep your receipt
8. halloween at hot rocks
9. the slacker
10. destination: anywhere
11. where is the peace?
12. hiphop don't stop

Medea Records: MR-115

Release date: May 23rd, 2006

Total Running Time: 40:00

Produced by Vinnie Strockis and Ryan Tilly

Recorded, Engineered, and Mixed by Vinnie Strockis at Perfect 11 Studios - New Baltimore, MI.

Additional guitar on track 1, 3, 5, 9, and 12 by Steve Mazur (of **Our Lady Peace**). Steve Mazur appears courtesy of Columbia Records. Female vocals on track 4 by Amanda Wood. Female vocals on track 6 by Cheryl Faligowski.

All songs written by Ryan Tilly (Cash Till) and Dave Willard (Kid Ickarus), with additional assistance by Vinnie Strockis (HC) and Jeff Sankuer (Chubby). All Songs Cobalt Party Publishing ASCAP.