

April 18, 2007

**THE SAGA CONTINUES:
B-SIDE PLAYERS IGNITE
THE *FIRE IN THE YOUTH***

"The root of all pop music is African. Our sound acknowledges that fact. That's why the music is so soulful. We're playing the ancient beats that came from Africa to create reggae, son, Afro-beat and funk and mixing 'em all together." –Karlos Paez

LOS ANGELES...On July 10, 2007, San Diego's own **B-Side Players** will release ***Fire In The Youth***, their seventh album and first for **Concord/Picante**. The long-awaited album will continue the band's tradition of uplifting minds while making bodies groove with their fusion of musical traditions and politically charged lyrics. The band, with the help of Quetzal Flores (leader of the highly influential Los Angeles band Quetzal) produced the new album. "Quetzal performed all the guitar tracks on the record. His eclectic arrangements helped polish our Latin, Mexican, Cuban, Funk and Rock vibe. He also brought a folkloric feel to some of the tracks," describes Paez.

As in their previous recordings, ***Fire In The Youth*** captures the band's sophisticated musicianship. The production of the tracks exhibits the band's mastery of traditional musical styles as it melds the multifaceted grooves of Latin America and the Caribbean, incorporating the sounds of Cuba, Jamaica, Mexico and Brazil with American funk, rock, jazz and hip-hop rhythms. "We want our sound to continue to grow until we represent the entire range of Latin music," Paez says forcefully.

B-Side Players are a force to be reckoned with. ***Fire In The Youth*** is destined to shake up the current mundane musical landscape when it is released in July. "We're proud to be on the frontline of a new musical movement that no longer represents the minority," Paez says happily. "We now represent the Brown Majority. The surfer, suburban stereotype of California is changing fast; it's not all bleach blondes any more. It's nappy, Afro, rice bowled, dirty, dusty, wet, happy struggling people and we're right there in the struggle with our music."

Be sure to visit www.myspace.com/bsideplayers or www.bsideplayers.com for more information and tour dates.

***FIRE IN THE YOUTH* IN STORES JULY 10, 2007.**

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