

BLVD

BLVD, THE FIRE & REASON AND DJ MICHELE BASS TO BRING ELECTRO-ROCK DANCE PARTY TO THE FAMED BOWERY BALLROOM

San Francisco, CA – Friday, July 3, 2009

San Francisco based Electro Hip Hop group, BLVD, is proud to announce their second appearance at the Bowery Ballroom on July 16, 2009 with The Fire & Reason and special guest DJ Michele Bass.

2008 was a dizzying blur of firsts and foremost for the San Francisco based band BLVD. While whipping up crowds across the US with their fresh urban sounds this four-piece has positioned itself as a new champion of the burgeoning live electronic movement. Word of their high energy dance parties quickly spread through message boards, blogs and word of mouth, earning them a loyal underground following that's begun to spread to the masses.

BLVD recently finished recording their follow up to *Music For People* with critically acclaimed producer Jeff Saltzman (The Killers, Fischerspooner, Two Gallants) and it's currently being mixed by Mark Needham in LA. Be on the look out for a Winter 2010 release.

A national summer tour will take BLVD up the West Coast, cross country to NYC and Camp Bisco, then back the Pacific Northwest, with a stop in British Columbia for the Shambhala Festival and ending with sets at Summer Meltdown and Earthdance.

BLVD is giving away the full digital download of their album, *Music For People*, and a show poster with each pre-sale ticket sold.

Forming less then three years ago, **The Fire and Reason** features Brazil's Bella Saona and Ecuador's Steve Narvaez who joined forces to create some of the dirtiest rock, baile-funk electro-pop dance music blasting out of New York City. Their first hint of success came with the popular remix of hit song "NME," featuring a cool remix by trendy Parisian DJ TOXIC AVENGER. Well known for their syncopated, complex Afro-Cuban electro beats, The Fire and Reason make no secret of their multi-cultural appeal, always proud to play to their Latin roots whether they are singing in English, Spanish or Portugese. www.myspace.com/thefireandreason

Michele Bass has been involved in the electronic music industry for the past 15 years as a performer, music producer, events producer, record store owner and DJ. She was one the initial co-founders and producers of the BANTU Mystic Family Circus. Through her events company Mystik Alchemy, Michele helped to set a new precedent of events in Los Angeles in uniting the performance art and burning man community to blend together with multimedia and various performance and music communities along the west coast and beyond. www.michelebass.com

For more information on BLVD, please contact Katie Fox, Social Media Strategist & PR, directly at Katie@ElysianArtistGroup.com, or visit:

MYSPACE.COM/BLVDSOURCE
WWW.BLVDSOURCE.COM

