



Neon Flea Circus happy to announce album launch tour for "Fistful of IOUs"

Neon Flea Circus could be described as a band less ordinary. While primarily a live music ensemble based in Cork city, their tendency towards harmonic substance and musical integrity over commercial success has made their self styling difficult to pin down.

Described by Jackie Hayden of Hotpress as *"very inventive stuff, totally avoiding the more common formulae and making such good music that we could even forgive them their silly name"*. Silly name aside, the closest approximation is probably Psychedelic-pop akin to that of *The Zombies* or *The Small Faces*.

Some 18 months ago (in the Solas festival trenches) the group first met Josh Fairhead and Darren Jennings; recording engineers who shared the same musical ideals that Just-for-profit music needn't be the only thing available - an idea that's quite hard to sell, as the behemoth music industry doesn't quite agree with the concept (luckily public habit and perception is changing all that). That encounter led to the recording of their debut full length album *"Fistful of IOUs"*.

"Fistful of IOUs" is certainly a quirky harmonic album, patiently crafted using time and skill rather than an astronomical budget to carve out a sound quite unlike anything else available at the moment. As the name might suggest the album was produced through the goodwill, dedication and sheer will-power of the band and recording engineers.

The finance-free nature of the album's production resulted in both the band and engineers using ingenuity rather than raw cash. Equipment was harvested from any source willing to supply it, while specific rooms were arranged to record the instruments, each chosen for their specific acoustic fingerprint and reverberation. From churches to bedrooms, stairwells to sittingrooms and the occasional visit to a purpose built studio; the sound of the album encapsulates the personalities of the different locations chosen (along with the slightly cracked individuals involved in creating the album)

The self funding of *"Fistful of IOUs"* has allowed the band to record according to their own ideals, without the fear of the commercial repercussions. With every one on the production working at no cost, the group felt it would be fitting that the album should also be given away for free [Available from 6th May www.NeonFleaCircus.com]. Fans who wish to show support for the band are given an option to donate small amounts if they enjoy the music.

When releasing an album predominantly as a free on-line download, the restrictive and archaic “all rights reserved – no unauthorised hiring / lending / reproduction” approach of traditional copyright flies in the face of that freedom. Conversely the “some rights reserved” / copyleft approach of Creative Commons is far better tailored to the job.

The licensing actively encourages people to become involved with the band through remixing and creative (non-commercial) use of the media which is available on the groups website. In effect it enables peer recognition over remuneration. (The theory being the band should get paid for playing live, whereas the album is the 'business card' to encourage people into gigs)

Another facet of self publishing the music is the freedom it gives the audio engineers : by not having to mix and master the production to compete in the “loudness wars” generally heard on commercial radio. (this "war" being the tendency for every new song released to be as loud or louder than the last, in an effort to grab the listeners attention that little bit more). This allows the music to retain a natural dynamic feel; giving it that little bit more character than from many typical releases.

Making an album independently and without financial backing is a daunting and risky endeavour, and doing it well is a rare thing. In a world where everyone wants their own 15 minutes, the available distribution channels can start to sound a little noisy and cluttered. With this in mind Neon Flea Circus have shouted pretty loud with this release...and if nothing else, "Fistful of IOUs" stands as a testament to what can be achieved with not much more than time, patience and love.

The band are touring "*Fistful of IOUs*" around Ireland starting May 6th in the Pavilion Cork and continuing around other respected venues such as Whelans in Dublin, The Pavilion in Belfast, De Barras in Clonakilty and Sky in the Ground in Wexford before taking on London. Further gig listings and album available for free from May 6th at www.NeonFleaCircus.com