

Media Contact:

Lynette Cameron
421A South Van Ness Street
San Francisco, CA 94103
(415) 864-6512
lynette@newnative.com

NEW NATIVE CD RELEASE BREAKS-IN SAN FRANCISCO RECORD LABEL
Reggae Beat Band Christens Label with Breakthrough CD

SAN FRANCISCO (July 2001): 4sound Records, a spanking-new record label from promoter and party genius Nori Castillo of Loveworks fame, presents the debut release of *Breakthrough*, a Reggae/hip-hop creation by New Native with assistance from Bay Area beat-boxer Radioactive.

"New Native's sound embodies the essence of 4sound Records," says Castillo, the label's president and founder, "4sound celebrates community, spirit and the power of the artist; New Native is the most authentic band we've encountered, caring more about their collective spirits than their individual fame."

Longtime veterans of the San Francisco club scene, New Native has outgrown its club-hopping roots and developed into a world-class musical collective, playing at noted SF venues Rasella's, Café du Nord and The Hotel Utah. By slipping into bed with noted MC Radioactive, one of the most inspiring new talents in the Bay Area, New Native has become a powerfully soulful music experience, combining rootsy Reggae grooves with a modern hip-hop sensibility.

"We've been privileged and humbled by the success of the band," says Lynette Cameron, New Native's founder and drummer. "But we feel as though we have a responsibility to our listeners keep things real and not get jaded by our success. Sincerity and credibility are so much more satisfying than slickness."

New Native's sound is purely their own, an earthy mix of hip-hop, ambient groove and early Bob Marley authenticity. The band draws on its Guamanian roots, mixing Latin American sounds with deep African rhythms, loose Jamaican vibes and the uniquely American beat boxing of MC Radioactive. The result is more than just another world beat sound; it's a true synthesis of global music traditions.

"*Breakthrough* is all about the struggle to believe that what we're doing counts," says Cameron. "New Native is our way of standing up for what we believe in, musically, spiritually and socially."

Following in the footsteps of the Grateful Dead, New Native seldom rehearses specific songs, relying instead on improvisation, talent, individual practice, group yoga and the sense of communion they achieve during performances and studio sessions.

“We’re doing it together or we’re not doing it at all,” says Joshua Kaplan, bassist and founder of New Native. “We call ourselves a musical collective because together we are greater than our individual talents.”

4sound Records plans to follow up *Breakthrough* with releases by [lots more needed].

The distillation of pure essential blends from familiar root sounds, *Breakthrough* was recorded in one take at Global American Studios in San Francisco. Tracks include “Breakthrough,” “The World Keeps Turnin,” “Blunt Peel Snip,” “Hip Hoppa” and “Change.” Music by New Native and lyrics by Radioactive.

About NEW NATIVE

New Native is a collective of artists and musicians from the San Francisco Bay Area. Focused on family, community and spirit, New Native takes an independent stance in the music world, celebrating individuality, ethnic diversity and the unique family that is 21st-century America. Often compared to young Bob Marley, New Native takes fusion to a new level, combining ethnic and regional rhythms, cultures and ideas to form a radical synthesis of African, American, Guamanian, Jamaican, Latin and Reggae beats. New Native has played to audiences at the Black Cat/Blue Bar, the Red Devil Lounge, 26Mix, Rassella’s on the Fillmore, Storyville, 111 Minna, Café du Nord, Six and The Hotel Utah, serving up guest appearances at Mamasan’s Bistro (LA and SF), SF’s GLBT Pride Weekend, Stanford Radio, and *Wired* magazine’s now-legendary release parties. New Native is comprised of Lynette Cameron on drums, Joshua Kaplan on bass, John Zaterka on guitar and keys, and Kyu Kyung on guitar and keys and MC Radioactive on vocals. For more information, visit www.newnative.com.