



JJ GREY & MOFRO

'THIS RIVER'

RELEASE DATE: 24th JUNE, 2013

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CAT # ALCD4953

JJ GREY & MOFRO'S *THIS RIVER* SET FOR 24TH JUNE RELEASE

"...one of the real voices of America." – *The Sunday Times*

Jacksonville-based singer/songwriter JJ Grey will release *THIS RIVER* on Monday, 24th June, 2013. This is Grey's seventh album (his fifth for Alligator Records, licenced by Proper Records in the UK) and his first studio album since 2010's acclaimed *Georgia Warhorse*. *The New York Times* says Grey's singing is "impassioned" and the band plays "riff-based Southern rock, cold-blooded swamp funk and sly Memphis soul."

THIS RIVER, like his previous releases, was produced by Grey and Dan Prothero, and recorded at Retrophonics Studio in Saint Augustine, Florida, with additional recording done in Grey's home studio, known as "The Egg Room."

As proven by his previous albums, Grey is a meticulous storyteller. "Many of the new songs," says Grey, "are about being your own worst enemy, and about normal folks pushing themselves over the edge." Grey's lyrics and slice-of-life scenarios are filled with honest detail, helping to bring his emotionally complex characters to life in songs including 'Somebody Else', '99 Shades Of Crazy', 'The Ballad Of Larry Webb' and the album's title track 'This River'. "I see a little bit of myself in these songs," Grey states. "The difference is in the choices people make."

His gritty vocals and punchy horn arrangements add even more depth to the lyrical album. Grey's fervent delivery and the expert musicianship of the band pull the listener deep inside each track, making *THIS RIVER* a deeply moving and engaging musical statement. "I took my time and I'm happy for it," says Grey.

For *THIS RIVER*, Grey brought the whole band in to the studio and cut most of the tracks live. To JJ, the result was a bit more like their live show. "It adds so much more to the dynamic of a recording. It's so different when you get to play off each other rather than overdub each track," says Grey.

JJ Grey & Mofro has just appeared at SXSW in Austin, Texas and is about to embark on a massive cross-country tour of the US, after which the band will cross the Atlantic for a European tour which will include a mixture of soon-to-be-announced major UK festival appearances and club dates.

Returning to play in the UK will always hold a special place in the Floridian musician's heart. In addition to being where JJ's wife hails from, London is also where Grey spent eighteen-months writing songs such as 'Lochloosa', 'Dirtfloorcracker', 'Gotta Know', 'Santa Claus' and 'Florida' - all of which have since appeared on JJ Grey & Mofro albums.

During this time, JJ, along with his hometown friend Daryl Hance, advertised in Melody Maker for musicians to form a band with. After a run of live dates under the name *Mofro Lives In London* at venues such as Ronnie Scott's and the Powerhaus, the UK's music industry started to take note. However, Florida was also calling, and JJ and Hance opted to return to Jacksonville.

Once back in the States, JJ stumbled across the website for Fog City Records. "I just thought the name of the label sounded cool," admits Grey. "After a few e-mails they wanted to hear my material, and that led our 2001 debut album, *Blackwater*."

He's been on the road ever since, and having already road-tested the songs on '*This River*' at sound-checks for a while now, JJ Grey & Mofro are ready to hit the ground running. "This time around there's no learning curve," he says. "We'll be ready from the git-go."

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