



fog city records

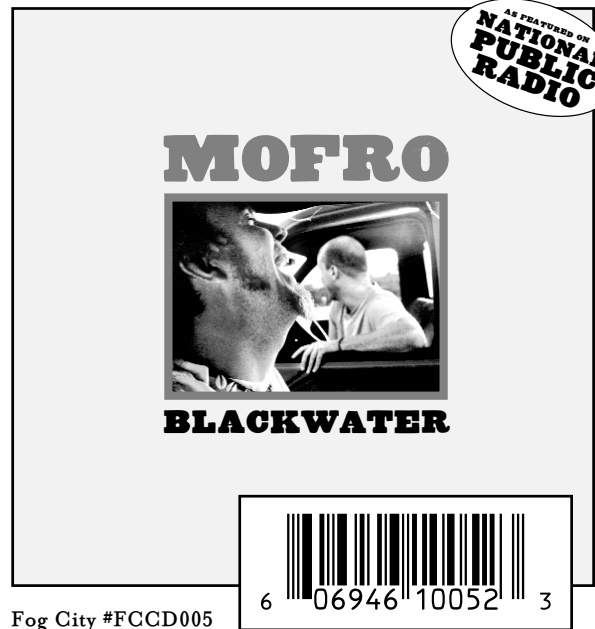


'ONE OF THE TEN BEST R&B CDS OF THE YEAR!'

- AMAZON.COM

"The neo-jam-funk genre hasn't yet produced a benchmark album? Slip on MOFRO's southern-fried Blackwater and inform your brain and bootie. The North Florida quintet's drawling swamp-gas grooves, led by the soulful pipes and harmonica of JJ Grey, bridge the gap between Sly and Skynyrd without the slightest hint of forced gimmickry - it's as natural as bacon and grits" - Salt Lake City Weekly

Mo hype on MOFRO's debut album BLACKWATER: Feature story & interview on NATIONAL PUBLIC RADIO's Morning Edition ("Something universal in the music taps into the common desire to belong to a place and time, and to be exactly who you are"). Hit #2 on Amazon's Hot 100 Sales List ("a flawlessly tight package of funk, gospel, blues, and rock & roll"). Hit Top 100 sales on CDNOW, top 20 sales for Red Eye Distribution. National press including Wired Magazine ("front-porch soul and all-live jookhouse funk") and Modern Drummer ("a tasty southern soul groove"). MOFRO's singer guest hosts *The Jeff Corwin Experience* on The Discovery Channel - 70 million viewers worldwide will meet the band's lead singer and hear MOFRO's music...



Fog City #FCCD005

Artist: MOFRO

Title: BLACKWATER

Label: FOG CITY RECORDS

Suggested list: \$14.98

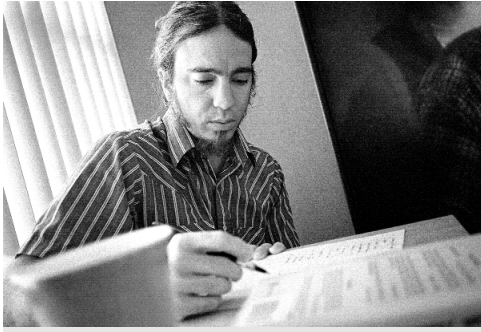
File Under: Funk, Soul, Roots, Barbeque

NATIONAL TOUR WITH VIDA BLUE+ AND ROBERT RANDOLPH*

- 6/23 - Bonnaroo Festival
- 6/25 - Indianapolis, IN - Birdy's *
- 6/26 - Pittsburgh, PA - Rosebud *
- 6/27 - Ferndale, MI - Magic Bag *
- 6/28 - Chicago, IL - House of Blues *
- 6/29 - Minneapolis, MN - First Avenue *
- 7/01 - Williamsport, PA - Bullfrog Brewery
- 7/02 - New York, NY - Mercury Lounge
- 7/03 - Allston, MA - Harper's Ferry
- 7/04 - Matunuck, RI - Ocean Mist
- 7/05 - Winooski, VT - Higher Ground
- 7/06 - Great Barrington, MA - Club Helsinki
- 7/07 - Duanesburg, NY - Gathering of Vibes
- 7/10 - Salt Lake City, UT - Zephyr Club
- 7/12 - San Francisco, CA - The Fillmore +
- 7/13 - Los Angeles, CA - House of Blues +
- 7/15&16 - Boulder, CO - Fox Theater +
- 7/17 - Denver, CO - Quixote's
- 7/19 - Oxford, OH - Camden College
- 7/20 - Chicago, IL - Isaac Hayes Club
- 7/24 - Ft Lauderdale, FL - Culture Room
- 7/25 - Lake Worth, FL - Bamboo Room
- 7/26 - Orlando, FL - Sapphire Supper Club
- 7/27 - Jacksonville, FL - Freebird Cafe
- 7/28 - Decatur, GA - Z93 RADIO SHOWCASE

RETAILERS: STOCK UP NOW!

MOFRO - "Blackwater" (and all Fog City product) is available from CITY HALL Records, RED EYE Distribution, various one-stops including AEC / BASSIN, or direct from Fog City.



"All these new people around here are always askin' me where I'm from. They say I don't sound like I'm from here (Florida), I sound like I'm from Georgia or Alabama. Sometimes it can get to you, but I always joke with them and say 'last time I checked, Florida was south of Georgia and Alabama'."

MOFRO: ABOUT THE BAND

Nestled in the wilds of north Florida between two large lakes is the tiny community of Cross Creek. It was here in the 1940's that Marjorie Kinnan Rawlings lived, and it was here that she was inspired to write her classic novels *Cross Creek*, *The Yearling* and *South Moon Under*. Palmetto plains with towering pines stretch on like an impenetrable jungle filled with rattlesnakes and wild hogs. Summers here are unbearably hot for the native let alone the non-native, the only form of relief being the cool black water swamps, clear water springs and the many large lakes that dot the sweltering landscape. Nearby Lake Lochloosa and Lake Orange play home to a myriad of creatures including the alligator, Sand Hill cranes, otters and large mouth bass. South and central Florida have seen many drastic changes over the last century, but in many ways little has changed here. Still a wilderness, still "behind the times" and still deeply Southern.

65 miles North-Northeast... JOHN "JJ" GREY and DARYL HANCE were raised in a small rural area on the outskirts of Jacksonville Florida. JJ explains the Cross Creek connection: "My grandfather used to carry me and Daryl's daddy used to carry him down to Lake Lochloosa and Lake Orange to go fishin'. I loved it there and still do, but the last time I went down there they was building a bunch of new houses. I guess time, progress, and money are catching up with old school Florida. I'm sure Daryl and me goin' fishin' down there helped shape our lives and music beyond our knowledge of it."

Even in the early 1970's, "juke house" music was at best "sinful" and at worst "the work of the devil." JJ recalls, "Jacksonville only had one AM station that played rock blues or funk and I had to trade a kid at school to get a radio. I had to keep it hid for years. When we got older we were allowed to listen to it. My parents weren't overtly religious, it was just a part of the social code down here. My father-in-law grew up the same way in Trinidad. He remembers his parents (and most adults) saying 'stay away from those steel pan players, that's the devils work.' It was 100% the same way here."

JJ talks about life closer to the big city: "We used to collect soda bottles and get 2 cents each for them at the local grocery store, then we'd take the pennies and put 'em on the railroad tracks for the trains to crush. One of the regular haunts for soda bottles was a little juke house/barbeque joint called K-D'S NITE LIMIT. That's where I got my first taste of Soul, Blues and Funk music. Everybody up there would be hangin' out playin' cards. They'd always give me some bottles, a plate of 'Q' and let me take a swig of beer or two. I remember everybody up there would be listening to the ISLEY BROTHERS or somebody like that on the stereo."

Daryl remembers a different version of the same thing: "Most kids grew up the same way down here, from chasin' frogs and fishin' to skatin' at the roller rink listening to LYNYRD SKYNYRD, STEVIE WONDER, and KC & THE SUNSHINE BAND. And everybody here's got an uncle or dad who can have you laughing your ass off at their wild tales of the booze running (moonshine) days, or a fishing story where someone ends up runnin' from the game wardens with a fish hook stuck in their butt. I know some folks say otherwise but Southerners genuinely love to laugh and b.s. with all comers, no tale too tall, no detail too small." This easygoing, storytelling spirit permeates the whole MOFRO vibe. "In terms of live performances, our goal is kind of like JERRY CLOWER goes funk."

MOFRO's first album BLACKWATER is a good ole time, in keeping with Fog City Records' growing catalog of debut releases from uniquely regional acts (Galactic, Stanton Moore, Garage A Trois, Robert Walter's 20th Congress, Papa Mali). There are also echoes of JJ's heroes -- JERRY REED ("the original swamp funk stylist") and TONY JOE WHITE as well as better known R&B and Soul giants like OTIS REDDING and SLY STONE. But a closer listen reveals a document of two best friends coming to grips with their North Florida culture and the threat it faces from uncontrolled development (not to mention the giant monochromatic blight of pop culture). When asked directly about his influences, JJ is quick to push politics aside and point out that life itself, the good and the bad, is the fuel for his creative fire: "Neither me or Daryl would trade our past experiences for anything. We couldn't have got to this point without going through the things we've been through - both big and small. To us life is pretty much the same way: one minute you struggle and the next you're coasting. It's just a matter of how long it takes you to convince yourself that you love the struggle as much as the coasting. Any real Southerner will tell you that. We just sort of go with it. It makes us stronger, wiser and gives us a damn fine source for material."