

REGGAE COWBOYS

PONY XPRESS

The REGGAE COWBOYS are back with their trademark reggae-country-rock with this fourth album, *Pony XPress*, to be released Spring/Summer 2006. Four Caribbean ex-pats, based in Toronto, Canada, Reggae Cowboys are winning countless fans worldwide with their heart-rollicking reggae-based sound.

The band was formed in Toronto in 1993. "We set out to be different," recalls Stone Ranger, "which means that ours is a guitar-based band, with every other element working from the guitars." Stone's first composition for the group, "Searching for the Outlaw," set the template for the signature Reggae Cowboy style with the slide guitar at the center, as opposed to classic reggae's focus on heavy-duty bass lines. The song appeared in the Cowboys' first album, *Tell the Truth*, released independently in 1995 in Canada and in the U.S., in 1996, through Mercury Records.

In 1999, the group's Tumbleweed label released *Rock Steady Rodeo* independently in Canada and via Rykodisc in the U.S. *Rock Steady Rodeo* showcases the band's seamless integration of reggae and country-western music.

"Expect some fever-in-the bunkhouse fun... from this dreadlocked posse of high plains drifters, whose beautifully crafted blend of riddims makes for a memorable shootout at the conscious dancehall corral."

- Timothy White,

Editor-in-Chief, Billboard, and author of Catch a Fire

Stone Ranger was the long-awaited third North American release for the Reggae Cowboys (September 2003). Layering influences that include a mix of Caribbean genres, rock & roll and six-string spaghetti-western drama over reggae's "one-drop" riddim, *Stone Ranger* has come up with a unique sonic twist that points to a spiritual kinship between the pioneering black cowboys of the wild wild west and the rough rhythm riders of the equally untamed Jamaican music scene.

A composite album, *Wild West Indian*, was released throughout Europe by Dixiefrog.

One of the Cowboys' tactics has been to share stage bills with reggae hit-makers like Maxi Priest, Third World, Bunny Wailer, Toots & the Maytalls, and the Marleys. The Cowboys have also often found themselves in the unique position as the sole reggae band performing at large music festivals, playing alongside the likes of Wide Spread Panic, Patti Labelle, Los Lobos, The Doobie Brothers, Gladys Knight, and the Temptations, among others.



In much the way the U.K.'s Steel Pulse once lent a new urban excitement to "roots" style reggae, this latest set from the Reggae Cowboys injects fresh energy into the form and brings more ears to the party. Their blend of musical influences, highlighted by distinctively loping accents from the wide-open Great Plains of yesteryear, brings to reggae a welcome breath of revival.

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"The stagnant reggae scene needs a ruff 'n tuff live act like the Reggae Cowboys to revitalize things... ."

- Billboard

REGGAE COWBOYS

"Effortless and natural, the Cowboys' fusion of western themes and reggae riddims actually rediscovers a musical synthesis found in reggae's early years, when the island was tuning into American country and western music, along with seminal R&B...."

In **Rock Steady Rodeo**, the reggae one-drop beat - laid out by rhythmic slashes of keyboards and rhythm guitar and syncopated basslines makes for an easy-rocking foundation for **the band's greatest asset, Stone Ranger's tasteful six-string architecture.**

Soaring without show-boating, his fluid guitar passages are studded with evocative signatures from the soundtrack to American cowboy culture, real and imagined, past and present."

- Elena Oumano,
Artist Feature, *Billboard*

"The best kept secret in Reggae music right now...This group is a breath of fresh air. Their mastery of instruments gives a crossover blend of 'Hillbilly Western Country music' dubbed with Roots Reggae...This is a band that I would love to see perform at Reggae Sumfest as these Cowboys bring the fun back to Reggae."

- *Jamaica Select*, Gargamel, U.K.

"One of the most unusual groups to come forward in recent memory. Playing urban, conscious reggae while decked out in Wild West garb, they combine the pulse of reggae with the soulful influences of Marvin Gaye and Curtis Mayfield, along with an unusually philosophical approach."

- *CMJ* (College Music)

"This group has taken reggae to a new dimension - reggae tinged with blues, country, R&B, jazz."

- *XNews*, Jamaica

"They incorporate everything from rocksteady to country and western (or more aptly spaghetti western), alongside tinges of blues and a healthy dose of rock...Their own compositions are just as strong, with the syncopated beat and sinuous-as-a-snake bass counterpointing the western slide guitars, turning genres and assumptions on their heads."

- *Goldmine*

"As the sun sets over Dodge City (or rather, as a new millennium beckons), the Reggae Cowboys - a band with members from the Caribbean islands of Dominica (home to the world's largest settlement of Carib Indians) and Jamaica - saddles up on the dusty streets of Toronto, Canada. **Seamlessly combining Ennio Morricone's spaghetti-western soundtrack music with Marley and the Wailers' one-drop rhythms,** these roots-rock wranglers boast gun-smokin' lyrical appeal and home-on-the-range humor, branding reggae with galloping Western grit."

- *Rhythm Magazine*,
December 1999

"The Toronto-based Reggae Cowboys drew a lot of attention a few years back with their debut album...their novel approach of blending reggae stylings with a Wild West attitude succeeded in giving the genre a new twist...Once again they take the big beats and up-stroke rhythm of reggae music and give it a historical slant...But **what ultimately makes the Reggae**

Cowboys so appealing is their solid sense of sound and song."

- *Album Network*

"Full of commercial yet authentic classic reggae a la Steel Pulse. Then there's the stirring Mark Knopfler - Eric Clapton-Carlos Santana guitar."

- *Orange County Register*

"Possibly not since (or before) Bob Marley's *I Shot the Sheriff* has reggae music so openly flirted with country & western themes."

- *The Word*, Toronto

- **9 years national touring. All types of events from Reggae on the Rocks at Red Rocks to Sioux Falls Jazzfest, to headlining at Kennedy Center for the Performing Arts in Washington, DC.**
- **Invited by the Marley family to perform at Bob Marley Festival in Miami, with Lauryn Hill, Erykah Badu, Ziggy Marley...**
- **Title track for PBS 'Imaging America' series "Buffalo Soldiers"**
- **Radio: Hundreds of AAA, college, NPR, CBC world/specialty stations.**
- **Named "One of the best indie bands in North America" by the Mentos Freshmaker Tour.**

