

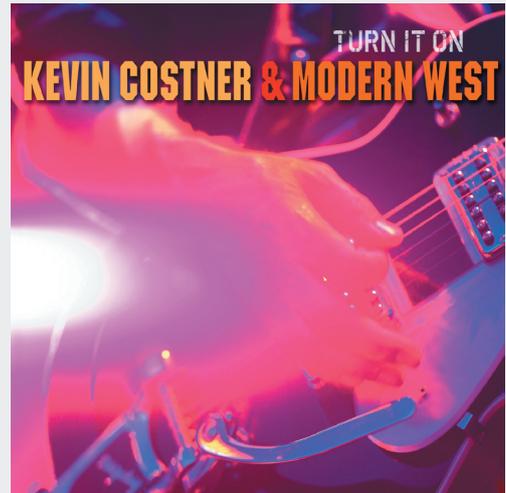
Kevin Costner & Modern West - Turn It On



Format: CD
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Release date: 26.02.2010

Tracklisting

01. Turn It On
02. Ashes Turn To Stone
03. Moon So High
04. Maria Nay
05. Let Me Be The One
06. Top Down
07. Red River
08. Palisades
09. The Way You Love Me
10. Saturday Night
11. All I Want From You



The Artist

Kevin Costner, alias Lieutenant John J. Dunbar (Dances with Wolves; 1990), Jim Garrison (JFK; 1991), Robin Hood (1991) or Frank Farmer (Bodyguard; 1992) is one of the world's most famous actors and has besides being nominated for three BAFTA (British Academy of Film and Television Arts Awards), won two Academy Awards and a Golden Globe Award.

Prior to achieving this major success as a film actor, director and producer, Costner grew up with a deep love for and interest in music. Learning piano and then guitar at early age, young Kevin sang in church choirs and in school productions.

A fortuitous meeting with **John Coinman**, at the onset of Kevin's acting career, bonded the two men in their love of music and they began writing and performing together along with another friend, **Blair Forward**. Together they formed the band **Roving Boy** in 1988. As Kevin's acting career took off and made ever-increasing demands on his time and focus, he was faced with a tough decision as to whether to continue acting or to follow his musical instincts. Acting won out and music became a private pastime, but the hobby would come front center once more in the years to come...

Modern West began after Costner's wife, Christine, encouraged him to reconnect with his love of music. In 2005, he, Coinman and Forward decided to build a new band together. With the addition of guitarist-producer **Teddy Morgan** and drummer **Larry Cobb**, they named the band Modern West and in 2008 released their debut album "Untold Truths".

"I always thought that music could build a stronger, more personal moment for me. It would create the opportunity for a genuine exchange much greater than the movie, TV interview or magazine." (Kevin Costner)

The Product

After the debut record of Kevin Costner and his band Modern West called "**Untold Truths**" (2008, peaking at #61 on the Billboard Top Country Albums and #35 on the Top Heatseekers chart) Costner now follows up with "**Turn It On**" and a big European tour!

The album is a mix of true Rootsrock à la **Bruce Springsteen** and traditional Country music and is radiating a fresh charm. Kevin is not longer a farouche Hollywood icon but a sympathetic musician full of passion and surrender. "Turn It On" does not sound like a movie star's vanity project. It's contemporary Americana set against a Western backdrop. Costner sings about freight trains, dusty avenues and broken dreams in a voice that's truly pleasant...and: he commands the stage with the same understated sex appeal he has on the big screen.

Motown and The Four Seasons caught his ear growing up, along with the later sounds of **Bruce Springsteen**, **Neil Young**, **Eric Clapton**, and **Sting** — artists that no doubt inspired Kevin's love of strong, lyrically-driven melodies and harmonies you will find on the album.

"I always loved music, but as the movies took hold it seemed like the music went to a back seat. Then my wife really encouraged me. She said, 'I don't think people really know you, Kevin. They know you from the movies, but when I see you play music, I see the person I fell in love with. I see the person that you really are.' She just did a steady prodding of me for a couple of years so three years ago, I just started again with John. I said, 'Let's write and let's play live.' We didn't intend to make a record." (**Kevin Costner 2008**)

Promotion & Marketing

- Brand new studio album coming perfectly in time for the European tour!
- Kevin Costner is available for selected promotion.
- Radio single and video clip available for "Let Me Be The One"
- EPK will be available close to release.
- Venues for the tour changing to bigger venues daily due to high demand of tickets!

