



Edwin McCain Comes to APCA National Programming Conference in Atlanta

Edwin McCain is happy. Life's been good to him and he is very much obliged; millions of albums sold, hit songs on the airwaves, an unwavering fan base that keeps him on the road all year long, and, surprising even to Edwin himself, two of the most enduring wedding songs off all time. While radio fans may know him best for his smash hits "I'll Be," "I Could Not Ask For More" and "Solitude," McCain paid his dues by touring relentlessly early in his career.

Eight albums later (selling over 2 million copies), Edwin continues to perform hundreds of concerts each year, including those for his fans, colleges and universities, and the United States Military (both home and abroad).

Edwin McCain is excited that he and his band will be joining the APCA 2009 National Conference to headline the March 21st showcase at the Sheraton in Atlanta.

Honesty, integrity, and hard

work have been the guiding forces throughout McCain's career. He formed the Edwin McCain Band and released *Solitude* in 1993.

A quartet of albums on Lava/Atlantic Records followed, starting with *Honor Among Thieves* in 1995. Two years later came the breakthrough album *Misguided Roses*, featuring the Top 10 smash "I'll Be." In 1999, the band released the *Messenger*. The Dianne Warren-penned Top 40 hit "I Could Not Ask for More," which was also featured in the film "Message in a Bottle," drove *Messenger* to Gold Certification. Edwin's last recording for Lava/Atlantic, *Far From Over*, was released in 2001. ATC Record's

Austin Sessions and DRT Record's *Scream and Whisper* soon followed, along with two commercial DVD releases, *Mile Marker: Stories and Songs from The Acoustic Highway* and *Tinsel and Tap Shoes: Live From The House Of Blues*. Following these outings, Vanguard Records released *Lost In America* in 2006, and most recently, Saguaro Road Records released *Nobody's Fault But Mine* in the summer of 2008.

In 2008, McCain and his band made a trip abroad to Europe, Africa, and the Middle East, where they had the honor of performing for U.S. military troops stationed across the world; a chance to bring joy from his music to those defending our freedoms. Amidst his always- hectic U.S. tour schedule, he and the band are again excitedly preparing to travel abroad in the spring of 2009 to play for



the troops again (this time in Asia).

Edwin comes to APCA to give the conference attendees a unique chance to spice up their activities calendar with a friendly, easy-going national music act that your audience will know and love. We had the chance to sit down with him recently, and ask him a few questions about life as a musician, and what he enjoys most about it.

Q: You tour A LOT. What is the most rewarding thing about being on the road and how does being on the road affect your creativity?

Edwin: The thing I love about touring is that it is never the same. Every time you go back to another city the faces change and you find something new to do. I am constantly surprised by music and the energy and effort it takes to tour and create at the same time. But at the same time, I am always picking up ideas in my travels from conversations that I have with people at gigs and in the scenes that play out before me in public.

Q: You have had the opportunity to play a lot of college and university concerts, and have also performed for the military. What makes those different?

Edwin: We especially loved the military tours because it gives us a glimpse into a life that is so totally different than the ones we

are used to. Playing for the families of service men and women is especially rewarding because we understand how hard it is for them being away from their loved ones.

I really enjoy playing college shows as well. It's an amazing experience to connect with folks through a song – especially when those people are on the threshold of deciding what their life is going to be about. During that time in your life, every door is open, and the possibilities are endless. It's always amazing to reconnect to that energy.

Q: You seem to appeal to a pretty wide audience – why is that?

Edwin: We see such a wide range of ages in our audience. One of my favorite compliments is when mothers and fathers tell me that our music is the only thing that the “whole family can agree on.” We play such a wide range of music for people that we can adjust to any setting. From the intimate acoustic shows where you I like to tell a few more stories about life on the road, to the raucous band shows when we get the opportunity to rock a bit more, we like to do it all!. This year will mark my 20th

year as a working musician and I am really looking forward towards another 20 years. I keep finding things in this life that excite me and give me much to look forward to. I am so grateful for all of the support that we have

received around the world from our fans and I look forward to the upcoming APCA show, as well as our military tour in Asia and beyond.

“We're very pleased to have Edwin appearing at APCA.”, says

Eric Lambert, Executive Director. “Edwin is in very high demand and it was just good timing and good people that that made this happen. We'd certainly like to thank Melissa Simmons from Harrington Management, Cass Scripps from Metro Talent Group and Ari Nisman at Degy Entertainment for all their help with this. They are great folks to work with, and I encourage all our members to check them out at the conference.”

We hope you will join Edwin McCain and his band as they headline the APCA National Conference showcase on March 21st!

For more information, please visit www.edwin.com.

For booking information, please contact Cass Scripps at Metro Talent Group at (770) 395-1000 x 1 or at cass@metrotalentgroup.com

