

SLEEPY DRIVER

Singer/songwriter Peter Hicks didn't plan on SLEEPY DRIVER; it practically happened by accident. Over the years he'd penned a number of songs that didn't fit his current projects, so the tunes were largely parked. But one day, flipping through his songbook, he recognized some recurring themes in the lyrics: hard lessons, life and death, love and leaving, murder and betrayal. The songs read like a road journal: escaping mistakes and missteps, accepting consequences, and making the humble drive home. And so the concept of Sleepy Driver was born.



Over time, Hicks recruited Barry Hughes, John Heinsteins, Mike Hatheway, and Ethan Young-Lai. They were players of all different styles and influences, but their collective sound served as the perfect vehicle for the music, transporting it to brand new places, creating an alternative roots rock that is a formidable blend of college rock, blues, and old school country. It's dark yet optimistic, gritty and honest with a healthy respect for tradition, full of dynamics, subtlety and noise. It is Sleepy Driver.

Since forming, the band has gained notable praise for their modest but substantial music. With the release of their debut full-length album "Steady Now" (2009), Sleepy Driver is poised for even more. The album delivers thirteen Hicks compositions: lyrical morality plays and cautionary tales, stories of love, dismay, murder, revenge, and redemption. The songs cover diverse territory, from simple folk music to feedback-laden rockers. Each tune is unique and stands capably alone, yet together make "Steady Now" an album that deserves to be listened to from end-to-end.

Highlights

- "Steady Now" released July 2009
- "Steady Now" #17/#23 on Euro Americana Chart (Feb/Apr 2010)
- 2009 CBC Galaxie Rising Star Winner (Sept 2009 Harvest Jazz & Blues Festival)
- Nominated for two East Coast Music Awards - 2010 Alternative Album of the Year and 2010 Rising Star Recording of the Year
- Nominated for three Music / Musique NB Awards – 2010 Rock Recording, SOCAN Songwriter, and Video
- Single "Like a Weapon" focus track on CBC Radio 2 National (Radio 2 Morning, Shift, and Drive) (Sept & Oct 2009)
- First two singles reach Top 50 on Canada's Active Rock Charts:
 - ◆ "And The Gravedigger Says" #42 (Aug 2009)
 - ◆ "Like A Weapon" #44 (Jan 2010)
- "Steady Now" added to Galaxie Satellite Adult Alternative channel and Sirius Satellite channel 86.
- Three Singles reach #1 on the East Coast Countdown
 - ◆ "And The Gravedigger Says" (Sept 2009)
 - ◆ "Like a Weapon" (Jan 2010)
 - ◆ "Architects" (June 2010)



Sleepy Driver is:

Peter Hicks: vocals, guitar
Barry Hughes: drums, background vocals
Ethan Young-Lai: guitar, synth
John Heinsteins: piano, organ
Mike Hatheway: bass

Links

www.sleepydriver.ca
www.facebook.com/sleepydriver
www.twitter.com/sleepydriver
www.myspace.com/sleepydriver05

SLEEPY DRIVER

What People Are Saying...

Warren Catlett ("Cat")

Radio host - *Radio Free Americana*

Sleepy Driver, led by front-man Peter Hicks, have released a brilliant debut album, "Steady Now", that reinforces the notion that much of the best American music comes from Canada. "Steady Now" is chock full of highly accessible, radio-friendly songs with beautiful melodies and irresistible hooks. The band's sound is guitar-driven, twangy roots pop that is edgier than, say, Blue Rodeo or the Bodeans, reminiscent of The Connells and like-minded bands from the golden age of college radio. There is something for everyone to like on this album, which easily fits on Americana, AAA and college radio playlists. Among many highlights is the leadoff track, "Like A Weapon", whose hook will most assuredly become lodged in your brain on the very first listen. Peter Hicks and Sleepy Driver have a most promising future.

Bob Mersereau

CBC journalist, *Author of "The Top 100 Canadian Albums"*

"This is a sound that has a lot of maturity to it... bridging the gap between adult and college-alternative energy... [Steady Now] deserves a lot of attention."

John Poirier

Regional Manager - *Warner Music Canada*

"Sleepy Driver is a Fredericton band I think are bound for bigger things." ; "...a breath of fresh air" ; "...a real standout"

Andy Ziehli

Senior Editor - *Americana Gazette*

"Buy this CD!!! It is everything that's right with Americana Music today!!!"

Nelson Hansen

Journalist - *Here magazine*

"...has the feel of one of those great American albums"

Bob Segarini

Radio host / journalist - *FYIMusic.ca*

* regarding Sleepy Driver's single 'Like A Weapon':

The latter day Byrds, Gram Parsons, the Flying Burrito Brothers, and folk heroes both new and old are felt in this great piece of music. You can hear the farm, the Roadhouse and the country flavour, all made more enduring by the faint memories of the Sunset Strip in the '60's, P.F Sloan, David Crosby, and Jim McGuinn passing an acoustic guitar back and forth in the Ben Frank's parking lot on a hot humid night in 1965 Hollywood. Sweet...

Rich Terfry (Buck 65)

Radio host / Musician - *CBC Radio 2 Drive*

"These guys are so good they're dangerous."

Linda Dawe

Radio promoter - *Music Solutions Inc.*

"[Sleepy Driver's] music is fresh and inspiring."

Mark Roberts

Radio host - *"The East Coast Music Show"*

"...easily one of the best of the year."

Rob Pinnock

Music Director - *CFXY 105.3 radio station*

"Peter Hicks is one of Canada's best new songwriters."

Wilfred Langmaid

Journalist - *The Daily Gleaner newspaper, Juno Award juror*

"[Sleepy Driver's] new album is 'stunning' " ; "album opener Like A Weapon ... gives more sharp images in one song than most writers give on an entire album" ; "Could be on several year end "best-of" lists."

Root Revival
Belgium
8 / 10

Americana UK
Liverpool
8 / 10

**The Americana
Gazette**
Belleville, WI
5 / 5

Roots Highway
Italy
7 / 10

**CTRL ALT
COUNTRY**
Belgium
4.5 / 5