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FOR IMMEDIATE RELEASE

GLAM, BAM, THANK YOU MA'AM *The Sexual Side Effects* Team Up With Award-Winning Director Michael Simon

Atlanta-based alternative rock band [The Sexual Side Effects](#) are teaming up with award-winning director [Michael A. Simon](#) (*VH-1 Storytellers*) to produce the music video for *Aurora*, the debut single from the band's upcoming debut EP, *High Maintenance*. The single's release date, December 1st, coincides with the launch of a 31-day [Kickstarter fundraising campaign](#) to finance the music video production, which is slated to start shooting in mid-January. The band will celebrate the successful funding of the project at a December 30th "Eve Before The Eve" performance at [The Drunken Unicorn](#) in Atlanta, with special guests [The Swear](#) (Atlanta) and [The Worsties](#) (Nashville).

Director Simon, whose credits include *VH1 Storytellers*, *America's Best Dance Crew* (MTV), *The Sing Off* (NBC), *Rock Star: INXS* (CBS), 18 live *Survivor* finales (CBS), and countless music and comedy specials, contacted band front girl Amber Taylor after discovering a demo of *Aurora* on the Internet and falling in love with it. "Certain songs I've heard throughout my life have transcended the moment, stopped time, and had an immediate effect on me," says Simon. "*Aurora* is such a song; its melody is lush, both new and familiar at the same time, and Amber's voice is passionate and restrained, never fighting the words. I fucking love this song. In a perfect world this would be a #1 hit!"

Simon has signed on to direct the *Aurora* music video *pro bono*, allowing the band to focus their fundraising efforts on covering equipment rental and other expenses. With their Kickstarter campaign launching December 1st, SSE plan to raise at least \$2,000 from fans in exchange for fun rewards like autographed albums, collector's edition DVDs, t-shirts, SSE-branded condoms, and, for top-dollar pledges, a dinner date with Amber. Fans will have an opportunity to make last-minute pledges at the band's December 30th performance at The Drunken Unicorn. If the pledge goal is met by the end of the show, fans can enjoy a glass of bubbly as the band celebrates with pre-New Year's champagne.

The Sexual Side Effects have been performing to Atlanta crowds since their unveiling show this past April. Fans can't get enough of Amber's on-stage antics and the band's fresh indie-pop take on post-punk and glam rock revival. Melodic guitars, entrancing vocals, and tight arrangements define most of the material, but the live set often includes extended space jams and intense guitar solos. After selling out their first show and headlining their first street festival, The Sexual Side Effects' popularity continues to grow. Their December 30th show is likely to sell out.

Accomplished Atlanta producer John Briglevich (Drivin' N Cryin', Edwin McCain, Red Letter Agent) produced and recorded the band's debut EP, *High Maintenance*, due out in February. *Aurora*, the debut single from the album, drops December 1st, ahead of the album's official release date of February 11th. The single and the album will be available as digital downloads from iTunes and the band's web site, TheSexualSideEffects.com.

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Key Points:

- Release of single *Aurora* on Thurs. Dec 1st
- 30-day Kickstarter campaign to raise funds for *Aurora* video with director Michael Simon
- Show at Drunken Unicorn on Fri. Dec 30th

Watch The Kickstarter Campaign Video:

www.kickstarter.com/projects/thesexualsideeffects/help-us-make-a-music-video

Listen To The Single "Aurora":

<http://thesexualsideeffects.bandcamp.com/track/aurora>

Download press materials (photos and one-sheet):

<http://www.thesexualsideeffects.com/press/>



THE SEXUAL SIDE EFFECTS

www.TheSexualSideEffects.com

The new single:

AURORA

- Listen Now -



ABOUT THE SSE

After selling out their first show and headlining their first street festival, The Sexual Side Effects' popularity continues to grow. With their debut EP coming out in February and a tour launching in the spring, The Sexual Side Effects are clearly destined for stages beyond the southeast.

The band's fresh indie-pop take on post-punk and glam rock revival is catchy. Melodic guitars, entrancing vocals, and tight arrangements define most of the material, but the live set often includes extended space jams and intense guitar solos. Influences ranging from Echo & The Bunnymen to Queens of the Stone Age can be heard in the song writing and guitar playing.

Rock heroine Amber Taylor knows how to work a crowd. Drawing comparisons to Joan Jett and Chrissie Hynde, Amber's energy reverberates on stage, with her haunting voice demanding attention and her epileptic guitar solos leaving audiences gasping for breath. Guitarist Matt Foster adds complex textures and edgy solos while bassist Mike Sidner and drummer Clay McClure lay down solid but understated grooves.

Accomplished Atlanta producer John Briglevich (Drivin' N Cryin', Edwin McCain, Red Letter Agent) is working with the band on their debut EP, High Maintenance, due out next February. This winter, the band sets out on their inaugural tour to promote the album and garner some indie rock cred.

QUOTES

“Certain songs I've heard throughout my life, have transcended the moment, stopped time, and had an immediate effect on me. “Aurora” is such a song; It's melody is lush both new and familiar at the same time, and Amber's voice is passionate and restrained never fighting the words. I fucking love this song. In a perfect world this would be a #1 hit!”

— Michael Simon, Director
VH-1 Storytellers

“Led by the inimitable Amber Taylor. With Joan Jett's steely stare and Juliette Lewis' wounded innocence, Taylor planted her pink boots in the middle of the stage, stroked the neck of her guitar like a cock and flat out owned the audience.”

— Amelia Shackelford,
Performer Magazine

“Just wanted to let you know how amazed I was at your show. I see a lot of bands and honestly can say you were awesome....”

— “Kyl Cobb, 99X Organic X”

KEY POINTS

- ▶ Atlanta indie rock band founded by singer/songwriter Amber Taylor in 2011
- ▶ Headlined 2011 East Atlanta Strut street festival
- ▶ Debut EP “High Maintenance” recorded with accomplished producer John Briglevich coming out 2/11/12

SHOW HIGHLIGHTS

- Fri 12/30/11** Atlanta, GA at The Drunken Unicorn
- Wed 1/25/12** Raleigh, NC at Deep South the Bar
- Thu 1/26/12** Brooklyn, NY at Sugarland Nightclub
- Sat 1/28/12** New York, NY at The Bitter End

NOTABLE PAST SHOWS

- ▶ Headlined the 2011 East Atlanta Strut Festival
- ▶ Headlined Gilded Trash Glam Rock Theme Night at Masquerade (Fri. 6/22/11 in Heaven)
- ▶ Headlined The Quad's Halloween Music Festival & Party
- ▶ Little 5 Points Halloween Festival & Parade
- ▶ 2011 Atlanta Pride Festival



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Visit Our Kickstarter Page:

<http://www.kickstarter.com/projects/thesexualsideeffects/help-us-make-a-music-video>