

## **THE PROCLAIMERS – January 2012**

Since coming off the road in summer 2010 after a 15 month world tour, Craig and Charlie Reid spent a year writing, subsequently recording their 9<sup>th</sup> studio album 'Like Comedy' in September 2011 in Bath with producer Steve Evans at the helm and will be released in May this year. 2012 also sees the filming of the movie version of the hugely successful award winning musical drama Sunshine On Leith featuring songs by The Proclaimers, set to be shot by Glasgow based production company Black Camel.

October 2011 saw the release of special editions of The Proclaimers first three albums released on Chrysalis (This Is The Story, Sunshine On Leith, Hit The Highway), each contains the original album plus a bonus disc containing B sides, live tracks and previously unreleased radio sessions, all newly remastered at Abbey Road Studios, London.

Strikingly individual, twin brothers Craig and Charlie Reid have over the years enjoyed huge success across the globe as the emotional honesty, political fire, wit and sing-along raucousness of their songs and their extensive touring has enlightened and entertained fans new and old. The Proclaimers have carved out a niche for themselves in the netherworld where pop, folk, new wave and punk collide. In the process they have enjoyed Gold and Platinum singles and albums in UK, USA, Canada, Australia and New Zealand.

The last few years has see The Proclaimers grace main stages at the likes of V Festival, T In The Park, Isle Of Wight Festival, Womad and Glastonbury in-between regular touring across the globe. Craig and Charlie have reached the rarefied status that few have been able to achieve: with nearly three decades of career longevity, they are as innovative as ever and with every album and show played, they've continued to garner new fans.

In 2009 The Proclaimers released to great acclaim their 8<sup>th</sup> studio album 'Notes & Rhymes' (Universal) and hit the road for another 95 date World tour. Earlier in March, Craig and Charlie headed over to Austin, Texas to make their debut at SXSW where they performed a series of seven acoustic showcases, including a one-off Scottish extravaganza, sharing a bill with Glasvegas and Primal Scream. Whilst 2010 was spent mainly writing, The Proclaimers did another 21 summer dates in Europe climaxing with another main stage T In The Park performance.

2008 had seen The Proclaimers bring a huge 129 date, yearlong World tour to a triumphant conclusion with a concert at Edinburgh Castle. Previously in 2008 The Proclaimers toured across Europe before heading off to USA & Canada for a 2 month coast to coast tour. They followed that with a variety of shows from Muscat to Bermuda, alongside English seaside resort gigs and European festivals including their fourth Glastonbury appearance. September 2007 saw The Proclaimers release their seventh studio album 'Life With You' (Universal) in the UK to fantastic critical praise and great commercial success. October then saw The Proclaimers kick off their biggest ever UK & Ireland tour, 44 dates to over 100,000 fans. In Scotland, they sold more gig tickets than any other single act in 2007. Earlier in 2007 they topped the UK singles chart in March with a rousing new rendition of their classic anthem I'm Going to Be (500 Miles), collaboration with comedians Peter Kay and Matt Lucas for Comic Relief, raising over a million pounds in the process. EMI relaunched their 2002 Best Of collection, re-entering the Album Charts at No 5 with sales soaring beyond platinum.

Born in Leith in 1962, Craig and Charlie Reid grew up in Edinburgh, Cornwall and Auchtermuchty in Fife. At home, they listened to early rock 'n' roll and country greats such as Jerry Lee Lewis, Merle Haggard and Hank Williams. At school they played in punk bands and formed The Proclaimers in 1983. With a fervent live following growing in Scotland, particularly in Inverness where they performed regularly, their first big break came late in 1986 when they were invited to

tour with The Housemartins. Then in January 1987 they made a now seminal appearance on the Channel 4 pop programme *The Tube*, performing *Letter From America* & *Throw The 'R' Away*. Singing in regional accents about Scotland - its emigration and its politics - they were a far cry from the mid-Eighties playlist staples of Rick Astley and Sinitta, and became a phenomenon almost overnight, signing to Chrysalis within a month and recording their debut album acoustically, *This Is The Story*, a week later, produced by the man who also signed them to Chrysalis, John Williams. Voted NME Readers Best New Band that year, they toured the UK extensively and a new 'band' version of *Letter From America*, produced by Gerry Rafferty went Top 3 in November.

Complementing their raw, stripped down delivery with the greater musical scope of a full band, they then embraced country and rock on their second album, 1988's *Sunshine On Leith* produced by Pete Wingfield, which also saw them form their first full live band and go on a 9 month World tour. In addition to the deeply moving classic title track which has gone on to be an anthem for Hibs fans, the album featured hit singles, the raucous, euphoric *I'm Gonna Be (500 Miles)* and *I'm On My Way*. The latter track subsequently accompanied one of the pivotal scenes in the hit movie *Shrek* (2001) while in 1989 *I'm Gonna Be* spent 6 weeks at number 1 in Australia and was a top 10 college radio hit in USA. The song went on to soar to No. 3 during a 6-month reign in the US Billboard Singles Chart in 1993 after appearing on the soundtrack of the Johnny Depp film *Benny And Joon*. Previously in 1990 The Proclaimers had a huge UK & European hit with their *King Of The Road* ep. The Proclaimers returned with 1994's *Hit The Highway*, an album that featured a three-piece brass section yielding the hit *Let's Get Married*. A longer than intended break then ensued before a fourth album, 2001's *Persevere*, was cut in Minneapolis. Produced by Chris Kimsey with an all star American musician line up, another fantastic collection of Reid/Reid songs re-established The Proclaimers as they went back on another mammoth year long World tour.

Since then, the band have barely stood still, following the 2002 release of their *Best Of* with two more acclaimed studio albums, 2003's Edwyn Collins produced *Born Innocent* and 2005's more soul orientated Mark Wallis/David Ruffy produced *Restless Soul*. In addition, they have been extremely active on the live front, touring constantly and wowing festival crowds at the likes of Glastonbury, T In The Park, V Festival, Isle Of Wight and Womad, while also opening the bill at the 2005 Live 8 concert at Murrayfield Stadium. Another, rather more unusual show saw them perform on the pitch at Hampden Park to over a billion TV viewers before the 2002 UEFA Champions League Final between Real Madrid and Bayer Leverkusen. 2006 also saw a notable appearance in an episode of *Family Guy*.

Their songs, too, have provided the inspiration behind an enormously successful, highly acclaimed, award winning new musical, *Sunshine On Leith*, put together by the Dundee Rep Theatre. Written by Stephen Greenhorn. The drama follows the highs and lows of 2 soldiers returning home from Afghanistan. Families, relationships and life in Leith are not all plain sailing in this exceptional love story about every day life in Scotland. Directed by James Brining, the musical first toured Scotland in Spring 07, returning in November 08 for a 4 month run in Scotland and its first foray into England at Coventry's Belgrade Theatre. The musical had its third outing a 4 month theatre tour (3 months in Scotland, 1 month in England) in Autumn 2010 with the cast for this run starring Billy Boyd, most widely known for playing the Character 'Pippin' in the movies *The Lord of The Rings* and 'Barret Bondon' in *Master and Commander: The Far Side of the World*.

Matt Lucas is a huge fan and in the sleeve notes of their *Best Of* compilation he writes of Scotland's finest Celtic soul brothers: 'I find it hard to put into words quite how the music of The Proclaimers makes me feel. It makes me laugh. It makes me cry. It just makes me generally euphoric ... *Sunshine On Leith* says more to me about my life and the way I feel than anything Morrissey or Cobain ever wrote.'

On BBC Radio 4's Desert Island discs, David Tennant describes his first track by The Proclaimers - "I could have chosen any and every track from this band, probably my favourite band of all time. They write the most spectacular songs, big hearted, uncynical passionate songs."

J-pegs at [www.proclaimers.co.uk](http://www.proclaimers.co.uk) in section 'The Media'. Contact – kennybraw@gmail.com

### **NOTES & RHYMES**

"Chuffing brill!" The List\*\*\*\*

"Craig and Charlie's music is the ultimate tonic" MOJO\*\*\*\*

"Yet another solid and inspired collection" Record Collector\*\*\*\*

"...their harmonising remains a freshening blast to fill the heart" Q

"Full of sprightly rockers, aching ballads and plenty of Celtic Soul" The Sun\*\*\*\*

"The new album is simply irresistible" R2\*\*\*\*

"The Proclaimers may not reinvent the wheel but they don't half burl it round the right way"  
Scotland On Sunday \*\*\*\*

"The most cheerfully ingenuous record you'll hear all year, mighty stuff" WORD\*\*\*\*

### **SUNSHINE ON LEITH – THE MUSICAL**

So here it is, the Scottish jukebox musical and the result is a stunning triumph. Craig and Charlie's lyrics demand no less. There are love songs, of course, but there is so much more than that, from the Highland Clearances to contemporary politics, every line filled up with just being Scottish. And even the love songs have a bite and pathos to them that make them feel as if they have been wrenched straight from the heart in the white heat of the moment. **THE TIMES**

Abba, Queen, Madness...The Proclaimers? Well, why not? Dundee Rep's much-hyped new 'jukebox' musical lets others discover what we devotees have long argued; that the Reid brothers are the best songwriters in Britain. There is nothing cynical about the enterprise, which honours both the emotional and political forthrightness of The Proclaimers lyrics. **THE OBSERVER**

The earthy, emotionally immense, often cuttingly witty lyrics of The Proclaimers set it all off stunningly. **THE LIST**

One of the hottest tickets in recent Scottish theatre, it confirms The Proclaimers as extraordinary poets of Scottish working-class life today. Above all there's the spirit of the show, with its terrific sense of place (it must be the first true Edinburgh musical of the post-modern age) and the passion with which it evokes the powerful link between the music of The Proclaimers- with all its sense of political and economic struggle with a rich gratitude for the sweetness of life - and the reality of ordinary Scottish life from the late 1980's to the present day. If I were Craig and Charlie Reid, I would be thrilled by the tremendous tribute to their music implied in this heart-lifting show. And I would also be moved by the tremendous energy everyone involved has clearly drawn from their special genius for giving a voice to modern Scotland: and by the huge popular success that the show, and everyone involved with it, now seems certain to enjoy. **THE SCOTSMAN**

If ever there was a definition of having the last laugh, it's surely the triumphant return of The Proclaimers. The Leith-born twins have been quietly ascending the credibility ladder again for some years now, especially as a powerhouse live act. The fundamental reason for this is abundant, gloriously clear throughout Dundee Rep's new musical, penned around some 20 Proclaimers tracks by Passing Places/River City author Stephen Greenhorn. Craig and Charlie

Reid write truly great songs, lyrically and melodically: songs that touch the heart and fire the spirits and raise the hairs on the back of your neck. **METRO**

Why did it take 20 years before anyone noticed The Proclaimers were born to be turned into a musical? Not since Willy Russell came up with Blood Brothers has Britain produced such a perfect marriage of music and theatre. Had playwright and screenwriter Stephen Greenhorn done nothing else, he should be declared a genius for spotting that the songs of Craig and Charlie Reid - with all their emotional honesty, singalong raucousness and political fire - are a true gift to the stage. **THE GUARDIAN**

Now Proclaimers fans will be astonished not merely at how well their music has been brought into a coherent plot, but how it reflects the moods and atmosphere of the whole story. **EVENING NEWS**

Call out the riot police. Thursday's premiere of the long anticipated Proclaimers musical was met by a standing ovation in Dundee but when it hits Edinburgh Festival Theatre later this month it's going to be incendiary. And above all stands the power of The Proclaimers music. You already know the songs but in a theatrical context, you hear them anew. Phrases previously overlooked leap out with heart-on-the-sleeve force and much-loved melodies become heart breaking. **SCOTLAND ON SUNDAY**

It's fitting that Sunshine On Leith, a jukebox musical featuring the songs of The Proclaimers should break so many conventions of the genre. After all, the bespectacled Leith brothers are champions of individuality. **ONSTAGE SCOTLAND**

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