

# THE GOURDS

**FOR IMMEDIATE RELEASE: THE GOURDS SET TO RELEASE *NOBLE CREATURES*  
STREETDATE: JULY 10**

**CHAPEL HILL, NC (APRIL 30, 2007)**—Austin, TX hillbilly literati the Gourds announce the release of their new album *Noble Creatures* on new label Yep Roc Records.

The Gourds seemed to burst forth fully formed onto the American music landscape with the *Gogitchershinebox* EP, a swirling group of originals and unexpected covers that brought the group near-instant recognition. Reissued with additional tracks in 2001 as *Shinebox*, the band's cover of Snoop Dogg's "Gin & Juice" exploded the band onto the nascent digital music scene through rampant file sharing when Napster was barely out of Sean Fanning's dorm room.

Following the hick-hop cover's wildfire-like spread across genre's and the world, The Gourds defined "Gourds Music" (the only suitable nomenclature for such an effortless blend of American musical roots) with albums like roots-rock classics *Bolsa de Agua* (2000), *Cow Fish Fowl or Pig* (2002), *Blood of the Ram* (2004) and *Heavy Ornamentals* (2006).

*Noble Creatures* finds songwriters Kevin Russell and Jimmy Smith at it again with more dense, reference-laden rock and twang. The new album is sure to please stalwart fans but also open new doors for the veteran band with its unprecedented focus on balladry.

The high and lonesome soul of Russell's "Promenade" serves as *Nobles Creatures'* Rosetta Stone with other ballads built to give the gem context. "I knew it had to be on the album but it's not a typical Gourds song so I didn't know what would happen. Luckily the boys took to it." says Russell. The gorgeously opined "Steeple Full of Swallows," "Last Letter" and "Moon Gone Down" round out the ballads. Bouncing rocker "How Will You Shine" also marks a songwriting first for Russell. Here, personally emotional lyrics are juxtaposed against a chugging horn-rapt rhythm making for a tune sure to be an instant live favorite.

While Russell's songs expand The Gourds canon, Smith's songs keep the band close to home with his signature non sequitur lyrical style and laid back country groovings. Anthem to anti-consumerism "A Few Extra Kilos" offers views on growing older, rounder and certainly, wiser.

*Noble Creatures* marks an evolution in what is already a Gourds life form light years ahead of the rest.

For additional information, photos or to set up an interview, please contact...

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