

Erin's Bio Continued:

From an early age it was evident that Erin had a natural affinity and absolute passion for music! Upon hearing her first applause at age 6 while sitting on her Dad's lap strumming the uke and singing for a crowd of family and friends she was subconsciously hooked. Although Erin spent her early years going to piano lessons, teaching herself guitar, shyly singing at family parties, writing her first songs, taking music electively in school, playing violin in the orchestra and performing at high school talent shows it was not music that was calling her. Medicine was or so she thought and it was in her first year of pre med studies that she discovered she could draw a crowd. The first time Erin got out her guitar at university to sing a few tunes and relax it only took fifteen minutes for her dorm room to fill and she was suddenly taking requests. It was then and there Erin decided she wanted and possibly could have a music career. She says today it was one of those defining moments! Erin went on to graduate from Nursing and was hired in Toronto's downtown hospital row as a means of support and to continue her interest in helping others while she began the steep learning curve of the music business. After graduating, traveling through Europe and starting nursing shifts, independent study of the music biz, songwriting, performance, singing, guitar, marketing and promotion began.

It was in 1990 that **FACTOR** took notice of Erin after a family friend, Producer and then owner of Phase One Studios Paul Gross, facilitated her first studio experience recording a simple demo of original and cover songs. Paul told Erin about FACTOR and encouraged her to submit an original song. The result was a New Talent Demo Award and eventually radio airplay.

Erin quickly learned playing cover songs got a foot in the door to gain live experience and a fan base. Throughout most of the 90's she independently played solo and honed skills in Toronto pubs such as The Madison and Paupers playing the roles of both booking agent and performer. Also in the 90's Erin's voice was brought to an animated character for 2 song demos. The Cello, a full-length animated movie project by Omar Ales, was presented to Disney in California.

For five years and just into the new millennium Erin's powerful vocals and rhythm guitar were heard fronting a blues and classic rock cover band The Strangers. Original songs soon became part of the mix and the band entertained growing crowds in regular rotation at such legendary venues as Grossman's Tavern and The Black Swan. Erin was the most serious member about a music career so ultimately The Strangers ran it's course and all members parted ways amicably. What Erin learned in those years was invaluable!

In 2001 she started investing in high-end digital home recording gear and thus began another steep learning curve. Again Erin independently began to study all aspects of recording including engineering, mixing, production and arrangement. The Internet now made self-study much easier with all the resources coming online for the DIY musician and serious home recording enthusiasts.

Also in 2001 Erin began performing at charity events donating her talents to The Liam's Light Foundation, The Terry Fox Run from 2006 to 2008 and annually since 2003 to The CIBC Run For the Cure where a full band she organizes donates over 2 hours of music performance near the finish line for participants. She loves to do this inspiring event each year and is grateful for her musician friends who also donate their time and talents!

By 2003 Erin had formed her own business ELF Music and was building a professional recording studio/rehearsal space in her home with the help of the very supportive and handy love of her life. She also began putting her own cover/original band together with aspirations of recording an original CD and playing more high-end cover gigs. 2005 brought her new 5-piece band Erin Ford & The Good Life to fruition. Rehearsing and recording demos in the ELF Music studio the band was quickly seen performing in clubs, at ribfests, street festivals, private functions and corporate events through their own promotion and contacts. Needing a website Erin participated in a work

exchange arrangement in 2006 with New Age musician Noman Siddiqui who was also and remains a graphic and web designer. She recorded and mixed his album and in turn Noman designed a website for the band. This project helped build Erin's engineering and mixing resume and was a great learning experience.

In 2007/2008 Erin Ford & The Good Life's roster of musicians began to change with some original members having to reluctantly bow out. This, among other things, temporarily delayed the original recording project but all things happen for a reason. Auditions did not pan out for Good Life replacements but Erin's relentless efforts paid off and steadily she has built a large network of professional and wonderfully talented freelance musicians. She has been performing and recording with this great list of contacts since 2008 and some of them appear on her upcoming CD *Eyes, Life & Cocktails*. This album is the culmination of 20 years of study, live performance, writing and rewriting, tenacity, determination and countless hours of sheer hard work. Erin's long-time dream of releasing her own original CD with her own vision of her songs is about to come true and become a reality.

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Erin Ford is a Toronto based singer/songwriter, rhythm guitarist, performer/entertainer, bandleader, independent recording artist and producer. She is the President of her own company **ELF Music** comprised of indie record label, recording studio, live entertainment and music publishing. Erin is also a **FACTOR (The Foundation Assisting Canadian Talent on Recordings) Award recipient** and through her **New Talent Demo Award** an earlier release of her original song **ITS ALL I CAN DO**, on RDR compilation, was heard in modest rotation on Canadian radio throughout the 90's. Her voice has been described as haunting, soulful, smoky, powerful, and passionate with comparisons to Stevie Nicks, Bonnie Raitt, Melissa Etheridge and Bette Midler....**"Though adept at guitar, Ford's voice is her strongest point. With it she outshines even the A-1 production scaling the emotional intensity and similarities to Bette Midler.... exhibiting a cool resolve.... obvious Erin has an ear for melodic pedigree and vocal strength to feed any song"** (Jamie Vernon, Great White Noise Review on Rising Independents).

Currently Erin's focus is on original material after years of performing covers solo and with bands in clubs, at festivals and for hire at private functions and corporate events. Playing covers also gave opportunity for adding originals to sets and her songs have always garnered great audience response and support. She has been hard at work writing, rewriting, arranging, engineering, recording, mixing and producing her first all-original album **EYES, LIFE & COCKTAILS**. Under her brand/band, **Erin Ford & The Good Life**, the single **FIRE NIGHTS** is now available on iTunes with full CD release to follow. This versatile 12-track CD is in the final stages of recording, editing, mixing & mastering. Erin's sound is unique & contemporary yet reminiscent of vintage 70's with flavors of R&B, Blues, Light Rock, Soul, Jazz and Reggae.

The Good Life includes regular lead guitarist Dave Honan and many of the best professional freelance musicians Toronto has to offer! They work with Erin live and in studio. Her network of exceptional musicians has grown exponentially in all areas of instrumentation over the last few years.

Erin's immediate goals are to complete the original CD while promoting it's first single release, continue to build new website and online presence and start planning CD release party. Future goals are playing live to promote the album, production of music and performance videos, songwriting collaboration and produce/record original Christmas song. Long-term objectives include writing and recording more albums, live performance, touring and producing other artists.