



Space Junkies Interview With: littleSUNDAY : <http://www.littlesunday.com>

Rebecca Hill [Rebecca]: Hey Rick from Little Sunday. Will you please introduce us to the rest of your group and yourself? Oh and for the readers, would you give us some more background on the band, where it started, and how you came together? Rick Farrell [Rick]: Hi Rebecca how is it going? The band is called Little Sunday. We are a Toronto based new rock band that resides just north of the downtown core of Toronto. Little Sunday consists of four members, Eric (drums), JP (lead guitar/vocals), Mario (bass/ vocals) and myself (lead vocalist/guitar). A few years ago, I went to a local bar for a few drinks with my work mates and heard this really cool cover band slamming tune after tune. Much to my surprise, these guys really played the shit out of their instruments. Somewhere in between sets, the singer bailed out on them. In an effort to keep the night flowing, the guitar player, JP, scoured the club for a fill-in. Low and behold he approached me and with encouragement from my buddies I said yes. The rest, they say, is history. We've been playing and writing original music ever since.

Rebecca: How does it feel to be the best indie band in Canada? Did you know you would be nominated? Rick: Well, I wouldn't say the best indie band in Canada, but we do appreciate the compliment, when awarded such a prestigious accolade. At this point in our careers, when striving for greater success each time, we find very little feeling in being labeled anything but "a hard working band." Bands need to understand that in order to receive any type of success, you have to earn your stripes; that is, work your ass off. Not just in the way of gigging, but more importantly, marketing, promoting, networking and above all, having an infrastructure or team to back you. We are very proud of our team (Bruce, Terry, Shaun and Johnny T) who have all helped us get to where we are now.

Rebecca: What were some of the reactions of the fans at shows like the West 49 one? Did you enjoy performing with them? Rick: We always find that no matter where we play, or who we're playing for - I mean we could play in front of a mob of drunken college kids or perform for a group of monks - the reactions are all the same: they love it! I think the magic of Little Sunday is the ability to make connections with the audience and to perform a style of music that is familiar. West 49 was a testimonial to our ability to adapt to various audiences. The average age bracket at West 49 is between 15-22 years., and they were right into it!

Rebecca: What is the recent buzz in Toronto? I read somewhere in the news on your website that you met with Nickelback? In reviews of your "Day of Hollow" CD, I read that this one guy was apprehensive listening to you but he said, "After meeting Rick and receiving your "Day of Hollow" CD. I was really impressed! These guys are awesome! I had the pleasure of seeing them perform live at the legendary Toronto Club, The Horseshoe. Little Sunday's no-nonsense, gimmick-free approach to their hard rock sound is fresh! No panache, just good old-fashioned rock played simply, honestly and genuinely. Their musicianship is outstanding and the songwriting is impressive." If you can change what one person thinks, it's been a learning experience, to me that tons of fans are ecstatic when a new EP comes out in your name. Rick: Creating a buzz in Toronto, or anywhere for that matter is not necessarily a conscience decision the band makes, like "let's create a buzz." A lot of it is mainly timing and luck: actually it's all timing and luck. I'm still not sure what a "buzz" means, but we do know that our hard efforts and networking are paying off. Bands come and go and buzzes easily spiral downwards. Our recent successes can be attributed to sharing similar goals and being very committed to the band. Since January, it's been a steady progression upwards. Web traffic has exploded, concert attendance has tripled, industry interest has been overwhelming, and our schedules are filling up rapidly. I think we like it better this way. As for making connections with our audience - it's crucial! Never underestimate the power of the song and lyric. Our selfless goal is to some way and somehow make that connection musically or lyrically with our fans. I suppose this fan realized that connection by attending our shows. It's great to hear that kind of response back from the crowd. And when a new EP is released, the audience looks forward to extending that relationship through the new material. It becomes a type of relationship between the fan and the song. We are simply couriers. As for hanging with Nickelback: we hooked up with the band at an EMI Industry VIP party in Halifax after we attended the Juno Awards together.

What are your feelings towards the songs in your new EP "Cross the Line"? Did you like recording it and how did it all wrap up? Rick: Recording "Cross The Line" was truly a pleasure. Like our first CD, we never intending it to be more than just demo tracking sessions. We were offered some free studio time at a recording studio and used that time to track some new material. Well, low and behold, eight hours later we had, "Cross The Line" completed. There were no expectations, or pressure, just pure enjoyment. I think that translated well in the track recordings. We pushed over 2000 units of the EP in our first month alone! That was unbelievable for an EP!

I see that you have a show playing tonight at Crowbar on your "Wednesday Night Rock Show." Fill the readers in with a first look into one of your shows for the ones who've never been to see you live. Rick: Actually, we host "The Wednesday Night Rock Show" at Crowbar (King/Portland) every week! The owner's at Crowbar, after seeing our performance during CMW 2006 [Canadian Music Week], invited us down to their club and we arranged a residency. We are very excited about this, and are currently booking bands from all walks of life. So if you're reading this, and you're in a band, send us an email, or visit our MySpace site for more information (see below). Let's see, the night started off with a really cool band from Burlington, [Ontario, Canada] and was followed up by some good friends of ours No Measure. We closed the night and had a blast! It was nice to see a bunch of people coming out on a Wednesday night. Most people think Wednesday evenings are a "stay at home" night. Well screw that! Come out to Crowbar and enjoy some really cool music and great company!

You did a music video performance on the EDGE 102 radio station. I loved it and for the readers and fans will you be recording any in the future to MTV or other TV music shows? Rick: Playing live at a station is really surreal and quite entertaining actually; especially when your at The Edge, in Toronto! The film crew arrived and set up their cameras, the DJs were spinning tunes and the fans swarmed the station from all corners of the street. Here's us standing on stage thinking, "What the fuck just happened here?" It was absolutely crazy, and when all the elements are in place and the stars align, your performance goes into auto pilot and you enjoy the ride! Our immediate plan is to track new material, for which we have planned some time in June. We'll take it from there. We do have short video clip links on our websites of some of our performances from the past year. No major videos yet, but then again who knows what'll happen with our good karma.

Will you be doing any shows or performances in the USA anytime soon? Rick: That's something that we've pondered on and off for some time, and quite frankly, it's important to cross the boarder and sell your music, but if you can't sell it at home, why go out? It may sound silly, and I'm sure many bands are thinking that it's the wrong answer, but let's be serious. You need to exploit all the resources available in your local area to gain the marketing knowledge, and networking power to take the same strategies and implement them outside your city. The one thing we learned about success is that you have to plan it!