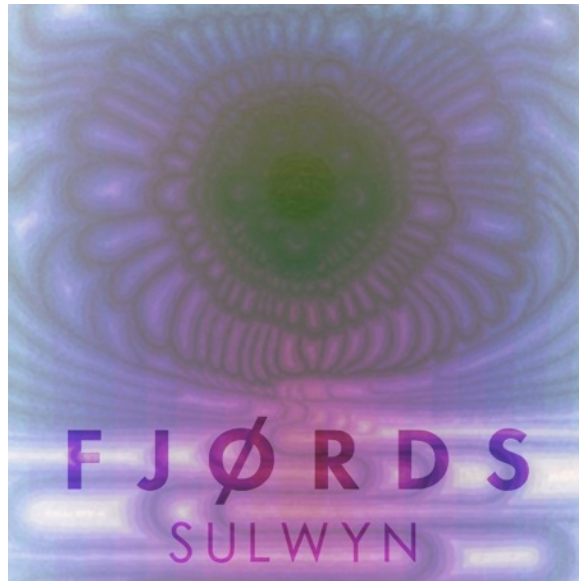


SINGLE PRESS RELEASE

Fjords *Sulwyn*



Release date: 14th July 2014
Label: Crookedman Records
For fans of... Editors, The Cure, Swans

Fjords return with new single ***Sulwyn*** on **14th July 2014** via **Crookedman Records**. The single's name is pronounced sill-win, and is a traditional Welsh christian name that means 'bright as the sun'.

Drawing on influences that range from **Japan**, **Gary Numan**, **Joy Division** and **Simple Minds**, *Sulwyn* marks a shift towards a more thoughtful late seventies, early eighties sound. Singer and guitarist **Sonny Dagur** penned the lyrics whilst in Brooklyn, and describes the song as a letter to himself. The song captures the essence of 80s New Wave electronica, with minimalist bass and drums providing a counterpoint to the fluid and full bodied guitars and synth. All of this comes to a head in *Sulwyn*'s chorus, when the band work together to create a surge of timeless musical euphoria. The track was recorded at Monnow Valley and is Fjords' fourth independent release. The striking artwork that accompanies the release is by emerging digital artist **Rognvald Leslie**, from The Faroe Islands.

Formed in 2010, the band came together following a **Steve Lamacq** interview on **BBC 6 Music**. At the time, Sonny's previous band, **Don't Tread On Spiders**, were breaking up, so Sonny seized the moment and used the Lamacq radio interview to advertise for band members. It wasn't long until **Alex Mann** (bass & vocals), **Gareth Bodman** (synths & keyboards), **Scott Bradburn** (guitar) and **Hannah Mathias** (drums & drum pads) answered the call and formed with Sonny to create the band you hear now.

Fjords will be experimenting with new technologies to distribute this single, hosting a series of live **Google Hangout** chats as well as using QR Code and NFC tags on their posters to allow their fans in Cardiff to download their single for free. So keep your eyes open, and your smart phones at the ready.

Sulwyn is released **14th July** via **Crookedman Records**.

- **Fjords** are available for interviews.
- EPK, photos and artwork available upon request
- Official Website: <http://www.wearefjords.co.uk>



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