

JEFFREY LYNN REID

FROM MYRTLE BEACH TO LAS VEGAS

The Most Original Artist in the Carolinas is **CELEBRATING 35 YEARS IN MUSIC!**

In music you have your mainstream artists, and then you have your artists who seem to make their own path. Jeff fits the second category when it comes to the Carolina music scene. Known for writing the beach music classic "Myrtle Beach Days," Jeff has proved more than once that his songwriting ability goes way beyond one style of music! Just like the artist Prince (in fact, Jeff recorded two songs for his first solo release in 1994 at Prince's Paisley Park Studios in Minneapolis), Jeff could be considered an enigma.

A surprise came in 1994 when Jeff was voted best new solo artist in Hickory and the surrounding area in Western North Carolina. It was a surprise because Jeff was known for beach music (he returned the favor for the beach music fans in 1999 with his *One of the Good Guys* release) but he showed the audiences at the sports bars, festivals and universities that his musical scope was very, very wide! He performed songs from his 1996 release *A Dozen Dozen Roses* with its almost "alternative" sound at the time.

Home, Jeff's 1998 release, was his most personal, and he chose Jimmy Carpenter (a renowned graphic artist in the music world who worked on the Elvis Presley singles sets for Collectables/BMG) to work on the CD cover (Jimmy's artwork has graced every CD that Jeff has released since). He was surprised again when the owners of the infamous "Bluebird Café" in Nashville, TN heard *Home* and asked Jeff to play there in 2002. Again it was Jeff's songwriting that impressed the people at the "Bluebird."

Also in 2002 Jeff released *The Center of Attention*, a progressive-rock powerhouse showing again that Jeff's diversity was staggering! Like artists such as Stevie Wonder, Todd Rundgren, and Paul McCartney, Jeff played all of the instruments (which he also did on *A Dozen Dozen Roses* and *Home*). Then came a bigger surprise! Goldmine, an internationally-known record collectors' magazine with over 44,000 subscribers, reviewed *The Center of Attention* in its March 2003 issue. Not only did Jeff get a good review, but some of the quotes were in large print! (a side note: Jeff's musical hero Paul McCartney had his *Back in the US* reviewed in the same issue). Jeff's review can be read on www.jlrproductions.com.

From 1978-2005, Jeff performed from 150 to 250 days a year! (1978-1994 with the Fantastic Shakers - in that time not only did he write "Myrtle Beach Days," but also "Allergies" and "The Biggest Mistake," and co-wrote many more for the band). Jeff's diversity showed when he was writing, producing, and engineering other artists (for example: Karen Benfield - Beach, John Hendricks - Heavy Metal, Left Brain Trick - Power Pop, Fiona McAllister - Celtic, and Doris Smith - Rock). Jeff also composed music for broadcast companies and industrial videos (WCNC/NBC 6 and Osteel Buildings).

When 2005 arrived, Jeff realized he hardly had any time for his own music (usually releasing a CD every 2 to 3 years). Jeff released *Greatest Flops*, a "best of" with new versions of "Myrtle Beach Days," "Which Way to the Beach," and "One of the Good Guys."

In April 2005 another much bigger surprise happened - Jeff took a break from the music business (as Jeff says, "I took a break from the business - not music!"). In 2007, he realized that 35 years in music was coming up (Jeff got his professional start at the "Shadows" in 1973 that was once owned by Las Vegas showman Joe Satchio, later known as Joe Savage) and wanted to make his next project special! Jeff closed his studio to outside artists and took time for himself: *I Dig Vegas* (2008) is the result, for which Jeff pulled out all the stops! Again, Jeff played all of the instruments (and of course, all of the vocals), but this time he used a real string and horn section. Jeff had a backlog of various songs of various styles he had written through the years, and has many in the Carolina Music Industry buzzing! (various quotes: "'Connie' is absolutely beautiful," and "*I Dig Vegas* is Jeff's best CD ever!"). Also the first track, "Blast from the Past," was #9 for 2007 on 94.9 the Surf Radio in Myrtle Beach, S.C.

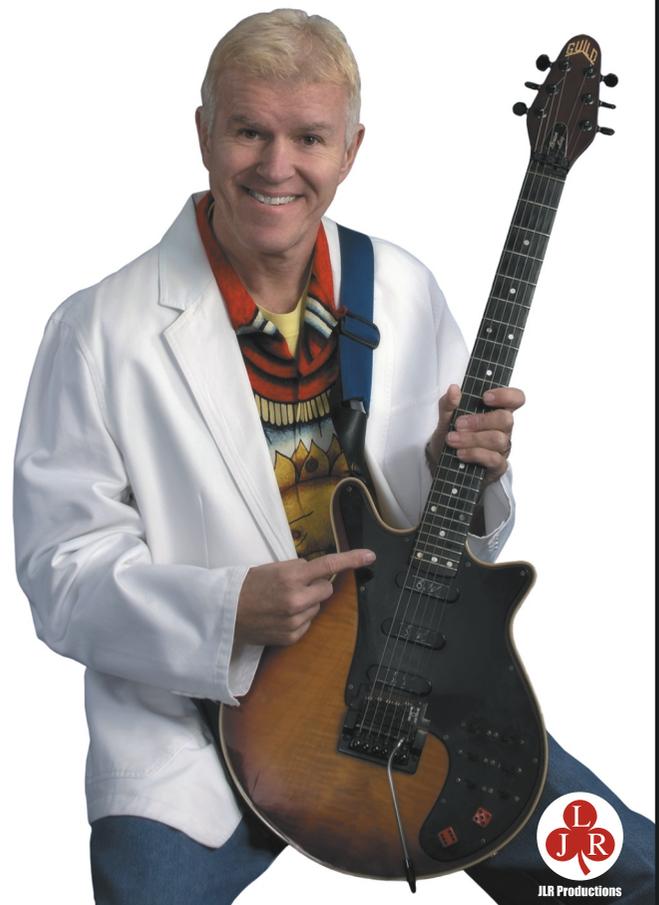
Anybody who has seen Jeff perform these last 35 years (band or solo) knows that he gives 110% every time if he is singing, playing guitar, or keyboards. Jeff plays timeless classics from timeless artists (and of course his originals). You'll probably hear and see some artists that perform or have performed in Las Vegas (not only did Jeff get started at a club owned by a Vegas showman, but he's been traveling to Vegas since 2001 to enhance his own performance).



**Songwriter, Musician, Vocalist, Performer,
Producer & Engineer is Still Surprising People
from MYRTLE BEACH to LAS VEGAS!**

Check out Jeff's music or hear him perform
live and you will see why they call him

The Most Original Artist in the Carolinas!



JLR Productions • 3013 Loop Road • Lincolnton, N.C. 28092 • (704)-735-3799 • www.jlrproductions.com

FLY100

8-1/2" x 11" Vert. Flyer
CorelDraw
06/08/05 jgs

prod master:
sales order:
acct mgr:
artist:
bus. rel.:
contact:
ofa date:

LEGEND

BLEED _____
SAFETY _____
TRIMLINE _____
FOLD - - - - -

C
M
Y
K