

PRESS RELEASE
17th of June, 2005

VERENN RELEASES THEIR DEBUT EP AWAKE

The title track gathers attention
on the soundtrack of the video
Destination Changed!



Modern guitar rock band Verenn releases an EP titled Awake on Friday, the 17th of June. There are three songs on the record: a straight-forward kick-ass rock piece Awake, a midtempo groove rock Pilot, and Nobody Wins, which combines metal elements with delicate beauty in a fashion typical to Verenn. These machine-flavoured rock tunes are fruits of the long collaboration and friendship of Mikko and Jussi: Jussi creates the musical base for the sound of Verenn in the spirit of heavy metal tradition, and Mikko then adds his own poprock input to the mix with his vocals and lyrics.

Already prior to the release the songs on Awake EP have received attention in Finland as well as internationally. In addition to the positive internet buzz, Verenn's music has taken a foothold in the circles of those into extreme sports, since the title track Awake keeps up the pace on the soundtrack of Destination Changed, a video filmed by Finnish free ski- and diving enthusiasts. The video features e.g. skiing on the dunes of Sahara and in the bottom of the Red Sea, and it was downloaded through the internet nearly 10 000 times during the first two weeks since its release! The video also participates in the world's largest ski video contest Vast Awards, and 20 best videos in the contest will be distributed world-wide on a DVD with the force of 300 000 copies. Destination Changed can be downloaded at: www.superstarcollective.com/destination.

More information and history about Verenn can be found on the band's homepage: www.verenn.com. Awake can be bought via Matara Music web pages www.mataramusic.com.

Matara Music behind the release of Awake

Awake EP is released by Matara Music, an independent Finnish record label, which was born on the basis of the band collective behind Verenn and another band called Maplesnow. The company ideology relies strongly on the idea of do-it-yourself: interesting, alternative methods are constantly sought to support and supplement the traditional procedures of running bands and record labels. The ideological backbone of Matara Music is not to make money, but to produce good music and simply just have fun with a cool hobby – or a way of life, perhaps. So then central goal is to promote the musical ideals and to fulfill the dreams of Matara people. However, the business operations are run professionally and in a disciplined way. Matara Music's next display of power will be the release of a [Maplesnow](#) EP Deepest Dive during the autumn.



Verenn, photograph: Jussi Järvenpää

