

SUNRISE & GOOD PEOPLE



Tsayffo

Mercury Brown

Mastermind

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*"One of the best showcases I have seen in my 25 years in this business. Great band."
Adam Lewis, Planetary Group USA*

Bio / Links
Cashbox Magazine Concert Review
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Billboard Year End List of #1 Things
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BIO SUNRISE & GOOD PEOPLE

It is rare to discover artists who are successfully fulfilling a mission to change the world through music. A few elements are crucial to make this phenomenon a reality. Great musicianship is a given, paired with musical originality, and an uncanny ability to turn wisdom and insight into commercially accessible songs. Of those who choose this path, few succeed.

Enter Sunrise & Good People.

The power trio of childhood friends, Tsayffo (lead vocals, guitar, percussions) and Mastermind (lead guitar, vocals,) along with Mercury Brown (drums, loops, vocals) overlay and cross-cut music, culture and insight, hard-won through first-hand experience of travelling from their Montreal home to India and beyond. Their music reflects the strength of spirit overcoming the chaos of the human condition – such as the state of the Tibetan Buddhist monks whom they made friends with in Dharamsala. This meeting of minds & hearts inspired an anthem for human rights, I WON'T FALL DOWN, performed for the Dalai Lama in Ottawa to an audience of 7,000+.



Their songs are commercially appealing, personal and universal in theme and context. Their 2009 recording debut, RISE UP includes three songs featured on the 2010 film soundtrack for *Lucidité Passagère*, nominated for 2011 Best Soundtrack at the 2011 Prix Jutra (the French-language counterpart to the Canadian Screen Awards.)

They have since placed ten more songs on the Géméaux award-winning TV series, *Oui Surf*, with more tracks slated for upcoming seasons. Damian Taylor (Bjork, Arcade Fire, Tegan and Sara) and Jean Massicotte (Patrick Watson, Lhasa, Bran Van 3000) mixed their current mini-LP, *CLOSER TO THE FLAME*, released in the spring of 2015. The album was mastered by Grammy nominee Emily Lazar (David Bowie, Paul McCartney, Foo Fighters) at The Lodge in Greenwich Village. Two singles have been remixed for radio thus far: The debut single – *We Are Not Alone*, was mixed for radio by Davor Jordanovski (Metalworks Studios, Big Bang Music Studios) and received airplay across Canada, breaking Top 40 and peaking at #32 in Quebec last summer. The follow-up, *I Need your Love* is a radio mix of another album track, *Power* – featured in the FX network series, 'Better Things' as well as the E! Entertainment series, 'The Royals'. Close to 40 stations stateside picked up the track over a four-week radio push in support of the synch placements. The track is picking up momentum in Quebec city, with each track from the entire debut album now heavily charted on the local campus station CKRL FM Université Laval.

Their new EP HIGHER SOUND will be released on October 19th with the label Let Artists Be. In addition to regular touring, the band showcased at MIDEM (France), Canadian Music Week, NXNE (Toronto), Pop Montreal as well as headlining concerts for ROCK FOR TIBET. Since their early forays to raise awareness and support for displaced Tibetans, with the growing spread of people displaced by government forces, Sunrise & Good People shine a light through their music on all fronts and across all borders.

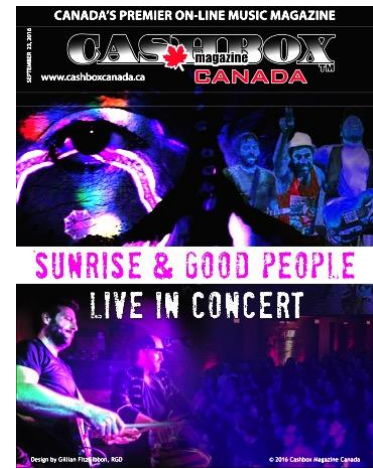
LINKS

- HOME PAGE <http://www.sunriseandgoodpeople.com>
- FACEBOOK <https://www.facebook.com/sunriseandgoodpeople>
- YOUTUBE <https://www.youtube.com/user/Sunriseandgoodpeople>
- FYI Music News: <http://www.fyimusicnews.ca/articles/2016/06/28/sunrise-good-people-we-are-not-alone>
- Cashbook Review <http://www.cashboxcanada.ca/7600/sunrise-good-people-live-concert>
- The Royals – Soundtrack: <https://www.youtube.com/watch?v=nVbwa0DZ5oA&feature=youtu.be>
- Sunrise and Good in People in Concert at MIDEM: <https://m.youtube.com/watch?v=KtRwqsD1rwk>

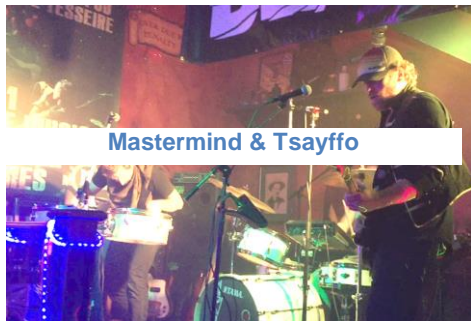
CASHBOX MAGAZINE – SUNRISE & GOOD PEOPLE IN CONCERT

- Canadian Music Week – Club 120 –May 6 (Toronto, Ontario)
- Canadian Blast at Morrisons MIDEM June 4 (Cannes, France)

The trio features **Mastermind** on vocals and guitar; **Tsayffo** on vocals, percussion, guitar and bass, and **Mercury Brown** on vocals and drums. Tsayffo and Mastermind have grown up playing music together since childhood. Onstage, they move with one mind. Playing to the audience – capacity and size won't matter – within the first few bars of their first song *THE LOVE*, the band takes full control of the stage and everyone in the room. You can hear a pin drop. There is a sense of something authentic happening here. I remind myself there are only three people on stage, though the sound completely surrounds and engulfs the senses. Mastermind is on vocals, a deep sultry bass voice. His guitar work takes me by surprise, not just because I have never heard anyone use a guitar like this before – more because it defies the norm and underlines a musical genius in his ability to link musical hooks together in a completely unexpected fashion. Tsayffo is on percussion – no, he actually is percussion. Every beat resonates in every movement he makes.



There is no overplaying. The band commands every note and breath,



Mastermind & Tsayffo

syncopation punctuated through timing and discipline with no empty space, no time to turn away from what is taking place onstage. Mercury harnesses a rock solid foundation - together, they are a powerhouse of creative forces.



Mercury Brown

Through a full set of current material from their mini LP released last year, including the title *track CLOSER TO THE FLAME*, as well as *BACK INTO THE SUN*, *POWER*, *WE ARE NOT ALONE* (their latest single charting on radio), *COLORS* (from their debut LP *RISE UP*) and a tease of new songs, *THE RISE* and *TONIGHT WE UNITED*, they seamlessly exchange vocal lines, guitar riffs, rhythms, and time signatures. Tsayffo plays lead lines on bass. Mercury really is the heartbeat of the band, possessed by an innate sense of timing, underscored by strength, restraint and endurance – outdone only by a smile so radiant he could light a room.



Tsayffo

Adept at each turn, they play with the unabashed joy of children, equipped with the full concentration of seasoned masters. They ended their set with *I WON'T FALL DOWN*, a song originally written to cast a high beam on the strength and resilience of the Tibetan people, and in light of current world affairs affecting millions of refugees, the song has evolved into a theme for all humanity. Tsayffo leads, running a full measure of his three to four octave vocal range—building to a fever pitch when both Mastermind and Tsayffo double-up with Mercury on drums in perfect synchronization. In addition to their brand of music being played in a totally original fashion, another stream of innovation

stems from their over-arching vision of the human condition. They have travelled extensively, spent time with some extraordinary souls such as the Dalai Lama, and expressed all of it through their music. They tackle extremely complex issues, exploring the metaphysics and harmony of everything in the universe from music to nature to humanity, from a personal and universal perspective.

One top American radio tracker who was in the audience, commented to me at the end of their set, “I was on a panel earlier today about the state of independent music; and the general consensus was there is nothing original out there, everything seems derivative. Then I come here and I see this. Put them onstage in front of anyone anywhere and this band will change the way people listen to music.” Watch out for their music on upcoming episodes of the new FX Network series, *BETTER THINGS*, and the new season of *THE ROYALS*.

“As a concert promoter with a 35 years history, it isn’t easy to blow me away. ... These guys did - *completely!*”

I had the pleasure of seeing them in a private showcase at CMW 2016...
They had me within minutes.

On stage - they radiate the same excitement that has made rock stars from Floyd to Coldplay...they live their music!!”
Michael Bisping, A.S.S. Concerts Germany



Sunrise & Good People: We Are Not Alone

By David Farrell Tue, 06/28/2016 - 07:08

Sunrise & Good People – “We Are Not Alone” (Westing/iTunes): Taken from digital album *Closer To the Flame*, the Montreal ensemble’s ethos is to change the world one song at a time and although this is an unlikely candidate in an era when pop music has been hijacked by sex, brands, smugness smuttiness and plastic production techniques, the word is spreading as a growing number of alt, campus and specialty FM shows pick up on this lo-fi prize (CJLS/THE WAVE - Yarmouth, NS; PopCan Radio - Kingston, ON; CHLC - Baie Comeau, QC; CFIM - Iles-de-la-Madeleine, QC; CKRL - Quebec, QC; CFBS - Lourdes de Blanc Sabon, QC; Canadian Beats Radio - Calgary, AB; CJAN - Asbestos, QC; CJRG - Gaspé, QC; CHJM - Saint-Georges, QC; CIHO - Saint Hilarion, QC; CKGN - Kapuskasing, ON; CFJU - Kedgwick, NB; and The Verge).

Centred on a trio, S&GP has showcased at MIDEM, Pop Montreal, NXNE, CMW, and had occasion to perform in India and has captured the ears and hearts of a growing number of rock’s tastemakers. An earlier recording debut, *Rise Up*, included three songs featured on the 2010 film soundtrack for *Temporary Lucidity*, nominated for 2011 Best Soundtrack at the 2011 Prix Jutra (the French-language counterpart to the Canadian Screen Awards.) They have since placed ten more songs on the Gêmeaux award-winning webTV series, *Oui Surf*, with more tracks slated for upcoming seasons.



BILLBOARD Year End List of #1 Things

DISCOGRAPHY AND RADIO ACTIVITY

[I WON'T FALL DOWN \(SHORT VERSION\) \(Radio Mix\) \(Mix – Davor Jordanovski\)](#)

CFMF-fm Fermont; CHHO-FM Saint-Léon-Le-Grand ; CKVL Lasalle (Montréal); CKRO-fm Pokemouche, N.B.; CINN-fm Hearst, Ont.; CKGN-fm Kapuskasing, Ont.; CFAK Sherbrooke (UdeS); STINGRAY Canadian Indie

[I NEED YOUR LOVE \(Power Radio Mix\) \(Re-Mix – Davor Jordanovski\)](#)

The album track, *POWER* (from the band's last CD) was selected by music supervisors for two placements. In support of the track's upcoming debut in the FX network series, 'Better Things', and the E! Entertainment TV series, 'the Royals,' we released a radio edit - *I NEED YOUR LOVE (Power Re-Mix)* on our own label, *RGF (Real Good People)*. Close to 40 stations stateside picked up the track over a short radio push, and it is still gaining traction. This was the first release for the band stateside, and has helped to get their name out there and set a foundation for the next album.

Here is a summary of USA stations who featured and/or added, charted and put it into rotation:

NORTHEAST: NY: WBAI-FM 99.5 Pacifica, NYC; WUSB-FM 90.1 Stony Brook Univ., Stony Brook; WKWZ-FM 88.5 New York High School, NYC; WCVF-FM 88.9 Univ. of New York - Fredonia; WAIH-FM 90.3 SUNY Potsdam; WSBU-FM 88.3 St. Bonaventure Univ. MAINE: WCFM-FM 91.9 Williams College, Williamstown; CT: WHUS-FM 91.7 Univ. of Connecticut, Storrs; WSIN-AM 1590 Southern Connecticut State Univ., New Haven. NJ: WGLS-FM 89.7 Rowan Univ. Radio – Glassboro. NH: WSCA-FM 106.1 Community Radio, Portsmouth. PA: WVYC-FM 88.1 York College, York; WPTS-FM 92.1 Univ. of Pittsburgh; WVMW-FM 91.7 Marywood Univ., Scranton; WRKC-FM 88.5 King's College, Wilkes-Barre; WASHINGTON DC: WVAU-AM 610 & FM 101.7 American Univ. Student Radio. **MIDWEST:** MN: KNDS-FM 96.3 North Dakota State Univ./Radio Free Fargo Moorhead; KMSC-AM 1500 Dragon Radio - Minnesota State Univ., Moorhead; KVSC-FM (88.1) St. Cloud State Univ., St. Cloud. IA: KURE-FM 88.5 Iowa State Univ., Ames. IN: WIUX-FM 99.1 Indiana Univ., Bloomington. IL: WXAV-FM 88.3 Saint Xavier Univ., Chicago, IL; WAUG-AM 750 Saint Augustine Univ., Rock Island; WRRG-FM 88.9 Triton College, River Grove. MO: KMNR-FM 89.78 Univ. of Missouri Science & Technology. Rolla, MO. MI: WIDR-FM 89.1 Michigan Univ., Kalamazoo. **WEST:** OR: X-RAY-FM 107.1 KZME Community Radio, Gresham / Portland. NM: KRUX-FM 91. New Mexico State Univ., Las Cruces. MT: KBMF-FM 102.5 Community Radio, Butte. CA: KSSU-AM 1580 California State Univ., Sacramento. KXRN-FM 93.5 Laguna Beach. **SOUTH:** VA: WRIR-FM 07.3 Independent Community Radio, Richmond. NC: WAKE-AM 1500 Wake Forest Univ., Winston-Salem; WSOE-FM 89.3 Elon Univ., Elon; WSOE-FM 89.3 Elon Univ., Elon. . FL: WFCF-FM 88.5 Flagler College, St. Augustine. WUWF-FM 88.1 Univ. of West Florida, Pensacola. TX: KSYM-FM 90.1 San Antonio College, San Antonio.

CANADA: The record was serviced to Canadian radio before Christmas and picked up a few adds before the holiday playlist freeze. More calls to follow-up in the New Year : Heavy rotation CKRL Quebec City; L-CHOW Amos; L-CJBE Ile de l'Anticosti; L-CIHO Saint-Hilarion, QC; L-CJT B *Tête-à-la-Baleine*, QC; L-CIAU Radisson, QC; CIXK MIX 106 Owen Sound; The Verge / XM Radio (Iceburg / Sirius) Toronto; Indie Can Radio; M-New Music Radio (Bahamas); M-PopCan Radio.

[WE ARE NOT ALONE \(Radio Mix – Davor Jordanovski, Metalworks Studios\)](#)

Radio Play – Week of July 4 - 951-Mediabase Alt Rock chart. The single gained momentum on Canadian radio, moving towards Top 30, **#40 to #34** on Quebec's Palmarès Top Correspondents English Chart (The Palmarès Plus and The Palmarès Pro. Published by ADISQ and associated with Nielsen BDS). 700 spins across 21 stations, with light rotations converting to medium and a total of 700 spins. Radio is as follows: QUÉBEC: L-CJAN – Asbestos; M-CHLC – Baie Comeau; L-CHHO – Louiseville; L-CJMC – Cloridorme; L-CJMC FM2 - Grande-Vallée; L-CJMC FM3 - Les Mechins; L-CJRG – Gaspé; L-CFIM – Iles de la Madeleine; L-CFBS - Lourdes de Blanc Sablon, QC; L-CHJM Saint-Georges de

Beauce; M-CKRL Québec, L-CIHO Saint-Hilarion QC; ONTARIO: F-CIXK Mix 106 - Owen Sound; F-The Verge / XM Radio - Toronto; F-IndieCan Radio – Toronto; Iceburg / Sirius Radio - Toronto; M-PopCan Radio Kingston; L-CKGN – Kapuskasing ON; MARITIMES: M-CJLS The Wave – Yarmouth NS; L-CFJU - Kedgwick, NB; ALBERTA: M-Canadian Beats Radio – Calgary.



HIGHER SOUND (Released October 26 2019) [iTunes](#)

I Won't Fall Down-Remastered Short Version	3:19
I Need Your Love-Remastered Version	3:07
The Love That's In Me-Remastered Version	4:28
Undecided King-Remastered Version	3:46
We Are Not Alone-Remastered Version	3:14
I Won't Fall Down-Remastered Ext. Version	7:20

Credits

Eric Bolduc AKA Mastermind : guitar, vox, composition & arrangements
 Xavier Auclair AKA Tsayffo: vox, guitar, bass, percussions, composition & arrangements
 Alain Mercure AKA Mercury Brown : drums, vox & arrangements
 Davor Jordanovski : Producer, Sound Engineer , mixing & mastering
 Ben Pelchat : Second Sound Engineer at Kensington Sound Studio
 Studios: Metal Works Studio, Kensington Sound Studio & Sunrise Studio
 Cover : Mastermind



CLOSER TO THE FLAME (Released March 5 2015) [iTunes](#)

I Won't Fall Down Part II	3:31
Power	3:06
Closer to the Flame	3:36
The Love	4:12
The New King	2:04
I Won't Fall Down	3:08
Back Into The Sun	3:15
We Are Not Alone	3:11

All songs by Sunrise & Good People (Master Mind, Tsayffo, Mercury Brown).
 Recorded at Sunrise & Good People People Studio, Nomad Nation (Montreal). Produced and arranged by Eric Bolduc & Master Mind. Mixed by Damian Taylor at Golden Ratio 91 Won't Fall Down, The Love, Power, Closer to the Flame); Jean Massicotte at Masterkut Studio (I Won't Fall Down, Part !!), Back Into The Sun, The New King)
 Eric Bolduc at Sunrise & Good People People Studio (We Are Not Alone); Mastered at The Lodge (NYC) by Emily Lazar, assisted by Chris Allgood.. Cover by Master Mind. Special thanks to: François Cyr (Harmonica, back vocals – I Won't Fall Down); Simon Dolan (Bass, I Won't Fall Down, Closer to the Flame, We Are Not Alone) Pierrot Fortier (Back vocals, Closer to the Flame – Power – We Are Not Alone) Karl de Serres for recording magic drums on The Love.



RISE UP (Released June 20 2009) [iTunes](#)

The Woman I Need	3:15
Hope and Liberty	3:21
From Time to Time	3:04
Colors	5:17
It's Just a Game	2:15
Lady in the Clouds	3:48
Empty Empire	4:26
The Beginning	5:15
Smiles	5:42

VIDEOS & SONG LINKS (click on images to access links)



Sunrise and Good People - Power (Audio) [THE ROYALS - FW01 - SOUNDTRACK]
POWER - The Royals



WE ARE NOT ALONE
(Radio Remix)



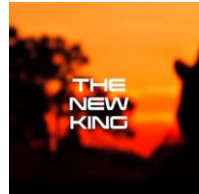
WE ARE NOT ALONE
(Original)



I WON'T FALL DOWN
(Live at MIDEM)



CLOSER TO THE FLAME



THE NEW KING



FROM TIME TO TIME

(Oui Surf)



I Need Your Love

(Power Re-Mix)