

Determined and Fearless

... that's what Apryl Evans is. The SellaBand album she raises funds for at the moment is not her first one. She's talking about where she comes from and where she wants to go ...



50K MM: First, please tell us something about you. Where do you come from, what are your roots?

Apryl: I am from the United States, only about ten miles from New York City, so my roots are firmly planted in the culture that I grew up around being so close to one of the biggest cities in the world. Music, art, and theater were so accessible to me from a very early age so of course it was only natural for me to fall in love with music – and I sure did fall in love with it!

Although I was so close to New York City, however, the town I was raised in was very small, so it was nice being a “small town girl” with the ability to jump on a train and be in New York within 20 minutes, instantly morphing into “city diva”. I’d say that I ended up with a best of both worlds scenario and that’s really shaped me as a person and an artist.

50K MM: How would you describe your music and your style?

Apryl: The core of my music is pop, but there are some serious hints of R&B, Soul, and Dance, with a touch of rock. I have very eclectic tastes in the music I listen to and, of course, that naturally comes out in the creative process of writing and recording. My music is reminiscent of the “glory days of pop”, as I like to call them – the 80’s and 90’s. I take a lot of inspiration from the music of that

time, especially from artists like Janet Jackson, Paula Abdul, and Gloria Estefan. Even still, I definitely put a significant modern spin on my tunes and, of course, make sure the songs have my own “signature” on them. I have been told I have a very unique voice and style of music – like one of those definitive sounds that you know could only be one artist - which, to me, is the ultimate compliment for an artist.

50K MM: I have noticed that you announced a plan to split your fundraising into two phases. Please tell us something about the reasons behind this decision.

Apryl: I first got the idea from Hind’s current plan and thought it was a fantastic idea for so many reasons. Before I launch into the reasoning, however, I want to tell everyone a little bit about what my intentions are. I am splitting my project into two phases, the first of which will be the production phase and the second of which will be the promotion phase. The production phase is going to cover everything from recording an 8-10 song album in the studio to the cover photo shoot and the pressing of 1,000 CDs. Once I have reached this goal, which will be officially set at \$16,000 once HQ updates my plan, I will almost immediately launch Phase II – the promotion. With the promotion part of the plan, I would like to really focus on getting the music out there for all to hear – be it through touring, magazines, radio commercials, mailings

to radio stations, etc. Naturally, I think that is how most artists put an album together, focusing first on recording, then on promoting their masterpiece. And I think this plan will allow me to really pay extra close attention to each individual phase – just as it was meant to be.

I put a lot of thought into this new method of fundraising, and in the end, I really do believe that this will give Believers of each (or both) of the phases of the project a lot more insight into the recording process. By keeping me in the public eye while recording my Sellaband album, I will be in touch with Believers on a daily basis, posting up photo and video footage of me hashing out the songwriting process, working in the studio, practicing for gigs, heading to photoshoots, etc. This will really give everyone a glimpse into the creative process and make all of my Believers feel as if they are going through the process with me. And honestly, that is how it should be because without Believers, there is no recording studio – no creative process. You guys really are the record company and I want you there throughout this journey with me!

50K MM: You've recently released your EP titled "One Of Those Girls". I've read some good comments about it. Would you please talk about the EP and the inspiration behind the songs.

Apryl: This EP is a culmination of all of the time and hard work I have put into my career thus far. I wrote so many songs over the course of the past couple of years and when it came time to record, I chose the songs that I felt best embody who I am as an artist and a person. I am a very strong and tenacious woman and in my songs "One of Those Girls" and "Dear Friend", you can totally hear that. But like everyone, I have my moments of weakness, as is illustrated in my award-winning song "I Shouldn't". Each of the songs represents a different side of me – sometimes I am sassy and fun, sometimes I let my anger get the best of me, and other times I am torn apart by emotion – and you get all that in one album. This EP truly is a testament to the complex soul that is Apryl Evans...

50K MM: I saw you are going to play at the "Bitter End" in New York City this summer. Some of the biggest names in music industry have played on that stage. Do you have a date for the gig you can share with us? What can those lucky ones who will manage to be there expect from this show?

Apryl: Let me tell you what an honor it is to be playing this venue. I will be performing on May 25th at 8:00pm EST at the Bitter End in "The Village" area of New York City, which is the artsy, kind of bohemian area of Manhattan, and by far my favorite hangout scene. So many artists –Stevie Wonder, Bob Dylan, Lady Gaga, Billy Joel and literally hundreds of other famous musicians – have played this stage and just knowing that gives me goosebumps! I am going to be putting on quite a performance, singing all three songs off of my EP with a live band and a whole lot of energy. I am so excited for this gig!!

50K MM: How come that you will perform at „Bitter End“?

Apryl: I was actually chosen as one of four artists set to perform as a part of "Chick Singer Night" from a quite a large pool of female artists who submitted their press kits



for the gig. "Chick Singer Night" is a really amazing not-for-profit showcase that has been on stages all over the world for the past twenty years and has featured singers like Norah Jones, Daru, and even guest male performer Amos Lee (who I am such a fan of), perform on its stages. Chick Singer Night was founded with the intention of showcasing some of the best female singers in the country, so to be a part of this is such an honor.

50K MM: How can we support you raising your budget?

Apryl: Well, of course, the best way to support me is to become a Believer in my music project – every little bit helps me on the way to my goal. But even if you can't become a Believer, just having as much support as possible is so appreciated – everything from a nice comment to spreading the word about my music. It all means so much and at the end of the day, it is all about sharing my music with as many people as I can.

50K MM: And last: Please tell us one thing about you and your music everybody should know.

Apryl: I think the most important thing that everyone should know about me is that I am one tough chick – haha! Really though, what I mean is that I am determined and fearless when it comes to my approach to the music business and I am going to be in this industry for a long, long time. You can expect my future Sellaband album to be a reflection of that, just as my EP is, but with each album there will always be a ton of growth as an artist and I can't wait to share all of my inner-most desires, dreams, drama, and demons with all of you through my favorite medium – the art of song.