

INDIE INVASION



LIMERICK'S VESTA VARRO HAVE HAD A GREAT YEAR AND ARE BRINGING A BRILLIANT PRESENT HOME FROM THEIR SUCCESSFUL SOJOURN IN CANADA

Since winning the top spot at Toronto, Canada's Indie Week 2007, Limerick's Vesta Varro have been making their mark on North American soil. The band has since visited Canada twice to perform in other prestigious festivals such as Canadian Music Week and the Rogers Spring Music Festival and as a result Vesta Varro is building a solid fan base. Gaining recognition and airplay in the U.S as songs from their 2007 release, *Exit Here*, have been making television airwaves.

This summer Vesta Varro brings a piece of Canada home as they will be hosting the first international showcases for Indie Week outside of Canada. Since winning the title last year, other Irish acts have been looking to make their way into Indie Week 2008. On Friday July 25th acts will be performing for an acceptance spot in Indie Week 2008. Indie Week Festival founder and organiser, Darryl Hurs, will be making the trip over to take part in evaluating the acts. "This is a great way to see what the music scene is like in Ireland, it has been fantastic working with such a professional act like Vesta Varro and who knows maybe there will be another gem", says Darryl.

This is the first venture into international waters for Indie Week events with possibly more to come, Darryl adds, "if all goes well we may just look at having events in different territories throughout the year, it's a great way for bands to network and gain exposure in places they normally wouldn't have the chance to. If I was still in a band I would have killed for an opportunity like this."

Indie Week was started in 2004 without the intent of it growing into a 'festival' but demand has pushed it forward and it has developed into a week-long yearly event. Indie Week originally started when founder Darryl Hurs decided to host an event where indie acts would have the opportunity to perform their music and get rewarded by having a prize for the top voted act.

Indie Week strives on having all of the components that an indie act would look for: industry networking, promotion, relationship building, education and experience.

Vesta Varro's trip to Canada after their Indie Week Win last year has proved a fruitful journey for the band as their album continues to climb the Canadian charts and their sold out show in the Rok Boutique in Toronto, which was a first for the band, underscores the success they are enjoying across the water.

In an indie bands wildest American dream scenario Vesta Varro's song was heard by a producer of Emmy Award winning CBS drama, 'Guiding Light.' So impressed was he by V.V's music that he went out and bought the album and got in touch to offer the Limerick fivesome a licensing deal! Their songs have since featured in seventeen shows and counting.

"We were on tour in Canada recently and I was sitting in my hotel room in Toronto flicking through the TV channels when I heard our song 'Reaching Out.' It was used in a scene where a young boy was attacking his Father with a baseball bat! It was a classic moment, we didn't know that the show was shown in Canada too", says guitarist Peter Forde.

In October they make a triumphant return to Toronto and the Indie Week Festival where they were named as 'Best Band' in 2007. Plans for a US tour are being put into place.

In a band that wants to take a shot at Indie Week 2008? Applications can be found online @ sonicbids.com/indieweek or indieweek.com

Vesta Varro host Indie Week Ireland 2008 in Dolan's Warehouse on Friday July 25th. For more info log onto dolans.ie