

West My Friend
(Cascadian third-wave indie progressive chamber folk-roots)

Described as everything from indie-roots to chamber-folk, West My Friend has an acoustic blend of instruments and four-part harmonies that challenges the conventions of popular music. The band features pure and thrillingly elastic vocals with catchy arrangements of bass, guitar, mandolin, and accordion that draw from jazz, classical, folk, and pop influences. Inspired by artists such as Owen Pallett, Joanna Newsom, Bright Eyes, The Decemberists, and the Punch Brothers, and forged from a sonically adventurous acoustic music scene on Canada's west coast, West My Friend is proving to be a key part of a new generation of grassroots folk music.

The wealth of musical experience and classical training in the group creates an interesting backdrop for their songwriting, allowing for levels of detail, intricacy, and counterpoint balanced with moments of simplicity. Their diversity in taste and influences and a keen interest in both traditional sounds and innovation leads to constant exploration of new sounds that places them as a distinctive voice in the landscape between Canadian folk and indie-pop. West My Friend's commitment to creating original indie-roots music, and their dedication to giving their audiences a meaningful and memorable experience, is sure to catch hold of listeners as they regularly tour through Canada, the United States, Europe, and beyond.

Quiet Hum, produced by Canadian mainstay David Travers-Smith (Wailin' Jennys, Pharis & Jason Romero) is the third outing from West My Friend since the band formed at the turn of the decade. Its 2012 debut, *Place*, garnered several nominations, including "Roots Album of the Year" and "Song of the Year" at the Vancouver Island Music Awards. Its follow-up, 2014's *When The Ink Dries*, was nominated for the Oliver Schroer "Pushing The Boundaries" Award at the Canadian Folk Music Awards and received the Readers' Choice award for "Best New Sound of 2014" at Sleeping Bag Studios. With the release of *Quiet Hum*, the members of West My Friend build admirably on the body of work coming out of Victoria, Vancouver, and across British Columbia.

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