

**Canadian Indie Band Storms Down South:  
“Interview with Rose Cora Perry & The Truth Untold”**

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**Written by:** Peter Grande

**1. This past summer, Rose Cora Perry & The Truth Untold smashed a performance at the NAMM Show in Nashville as the only Canadian artists invited, which is pretty amazing! Tell me, what was it like to receive such a special invitation to perform? It’s a reality you’ve fulfilled, one that I’m sure so many can only dream of!**

**Rose:** It was a tremendous honour to say the least. Not only did I personally have the opportunity to officially showcase on behalf of my long time sponsor, DaisyRock Guitars, but being able to represent our country and its current rock scene was nothing short of incredible too.

We are very grateful to DaisyRock Guitars and the NAMM music team for the invitation.

**Tyler:** It was definitely a surreal experience! Nashville undoubtedly lives up to its name as a “music city”. As we were leaving an event we had attended one night, we drove through a pretty “hopping” street with bars on both sides, each packed with people enjoying bands. It was crazy - especially as it was the middle of the week and these were not “headliners” by any means.

NAMM is certainly a huge deal, and it was a great honour to perform. Everyone was extremely helpful and professional and I felt it went over well with the crowd. People who were just walking by on the sidewalk beside the stage ended up stopping to check us out, which was amazing as well!

**2. Would you go so far as to say that the experience has helped bolster and/or shape your careers? If so, how?**

**Rose:** ABSO-FREAKING-LUTELY! In short, that showcase has not only assisted us in furthering our tour plans (especially when it comes to US opportunities) but is also responsible for both my new endorsement deal with Blackstar Amplification and Tyler’s new sponsorship with Mapex Drums Canada.

Being the only Canadians selected to perform made us “unique” and helped open doors.

**Tyler:** I feel it definitely helped us for the better. The two sponsors who picked us up (as Rose noted above) have been very helpful and encouraging. It was also a nice entry into the US music marketplace.

**3. That is fantastic, and congratulations on your success at NAMM this past summer! Let’s talk about how you got there for a moment, the crafting of the endeavour so-to-say. Rose from a young age you’ve demonstrated a great deal of passion, entrepreneurship as well as**

**commitment to your career. At the age of 15 you founded a record label, and that seems to be where much of this all began. Talk to me a little bit about how challenging or simple it was to take such a big stride at such a young age?**

**Rose:** I'm very fortunate in that I was raised by two ridiculously hardworking self-made entrepreneurs who taught me the nature of "making your own way" from a very young age. In fact, when I was still a preteen my mom recruited me to help her design billboard campaigns as well as made me responsible for scheduling appointments with her clients.

Accordingly, unlike most musicians, I have never approached the music industry from purely an "artistic" stance so when I asked my parents to assist me in obtaining a lawyer and accountant to found my own record label, it was a "no-brainer" for them.

Based on observing the successes and defeats of my peers, I learned quickly (and at a young age) that working in music is like any other business endeavour: in order to be successful, one needn't simply be good at their craft (or have an excellent service/product to offer), but further one needs to understand the nature of marketing, branding, promotions and networking (ie: how to run a successful business).

**4. What or who inspired you to pick up the guitar and found a record label at such a young age?**

**Rose:** In truth, after failing miserably to master the violin among other instruments, I never really saw myself aspiring to be a musician beyond a singer. I trained for many years as a vocalist and continue to work steadily on my technique as singing will always be my first love musically. If I were to tell the younger version of myself that one day I'd be a successful guitarist with sponsorship deals to boot, I probably wouldn't have believed it!

Like with most great art, my desire to pick up the axe was born out of a struggle – a struggle to find myself as a songwriter - and a challenge from an adversary who didn't believe I possessed the abilities to do it. I practised religiously for six hours a day for six months until I could sing/play my first song simultaneously. I then wrote my first album and haven't looked back since.

As for founding, HER Records? It was a strategic move to release my first band's debut. Though we were just a bunch of teenagers at the time, I wanted us to be taken seriously and felt that a label's backing would give us a "one up" on the competition.

**5. You've now soared to new heights, beyond those moments of initial inspiration, and even secured your position as the first Canadian endorsee of DaisyRock Guitars; who actually played a key role in securing your performance at NAMM, from what I've heard. How has your relationship with DaisyRock developed since you initially came onboard? And do you think your life - your career - would be much the same without their influence and support?**

**Rose:** It's kinda crazy looking back 14 years ago when I originally approached DaisyRock about a sponsorship. At the time, I had truly only just started my career as a rhythm guitarist and they definitely took a chance on me by making me their first Canadian endorsee.

They were the first major company to really believe in me and my potential as a songwriter/guitarist; for that I couldn't possibly be more grateful. Their mandate to empower females is truly inspiring and I feel honoured to be able to share in their legacy.

Having Daisyrock's support continues to afford me career opportunities, including our recent Summer NAMM adventure, that I wouldn't have had otherwise.

When you're a DIY musician, every little bit of encouragement you get - from fans, media, sponsors - it all matters, it all helps keep you motivated knowing that others believe in the power of what you're doing and that you're making a difference.

I cannot thank DaisyRock enough for believing in me so many years ago and continuing to believe in me today.

**6. Now I want to flip that question to the opposite end of the spectrum. How big of an impact do you think your partnership with DaisyRock has had on the younger generations of female artists looking to pick up the guitar and start making music?**

**Rose:** One can only hope a decent impact ;)

I will say this: one of the greatest things I've ever had happen to me as a musician is being approached by aspiring girl/women rockers after performances who tell me they "want to play guitar like me". I always humbly smile and encourage them to pick up guitars (DaisyRock preferably!) of their own as it's never too late to learn :)

AND on the other side of the equation, I regularly have BOTH male and female musicians alike complement my guitar, Glamour's sound and aesthetic...to which I always proudly exclaim, "She's a DaisyRock".

**7. Thank you for sharing that Rose. Now I'd like to ask some similar questions of Tyler. Who or what inspired you to hop on the drums and start making music? How old were you when you first played drums?**

**Tyler:** I've always had an innate desire to play drums, but that didn't really come into effect until I was able to buy my first set in high school. A few years before purchasing said drum kit, I would just sit on the edge of my bed playing "air drums" to songs and bands I liked at the time. I don't know what awakened such a desire at first, but it's been with me ever since.

**8. Since then you've come quite far and that goes without saying. You've even been added**

**to Mapex Canada's 2018 artist roster, a well sought-after achievement! How are you feeling now that you've successfully secured yourself that position? And how big of a role did your performance at NAMM this past summer play in making that happen?**

**Tyler:** This past summer's performance at NAMM really solidified the relationship that was started a few months before attending. It was very convenient to be playing right at NAMM as the reps were able to just walk outside and see us perform, which makes it a lot easier for everyone as it's an extremely busy week.

Having an opportunity to have face-to-face interaction with Mapex's A&R reps was also a huge part of developing our relationship as they could get a better read of the band and myself rather than just trying to sort it out over email.

It's honestly amazing to be endorsed by the brand that you love and use. What else could a drummer ask for?

**9. Congratulations Tyler! It's a well-deserved accomplishment to have made that I'm sure you must be over the moon about. Let's get back to Rose Cora Perry & The Truth Untold for a moment. You recently made your LA debut at the Whisky a Go Go this past January 23rd. Yet again the both of you sought out to make your mark on American soil and you most definitely did. What would you say was different about the Whisky a Go Go performance versus Summer NAMM?**

**Rose:** Well, for starters – at Summer NAMM, our fellow performers were aspiring indie talents like us whereas at The Whisky, we were quite literally performing alongside industry legends like Chuck Wright (Quiet Riot), Chris Ralles (Pat Benatar), Matt Starr (Mr. Big), Paulie Z and Mitch Perry (The Sweet), and the ladies of L7, among others.

As Summer NAMM was an outdoor festival type set-up at which we performed in the afternoon whereas the Whisky was an evening club gig, the overall vibe of the two events was also very different, but both were excellent experiences.

I think it goes without saying that both performances will remain major marks on our resume and while it was truly an honour to showcase at Summer NAMM, there was something “magical” about performing on the legendary Whisky stage and the welcoming professional atmosphere we experienced.

Despite being this “little indie band from Canada”, EVERYONE treated us with respect and as though we were at the same level as them. There were no egos, no bs. It was just a clear love and celebration of rock'n'roll and I truly wish ALL gigs could be that beautiful of an experience.

**Tyler:** First of all, the Whisky in and of itself is legendary, so that was quite intimidating and nerve-racking. It was also a smaller venue and indoors (as opposed to Summer NAMM) which made it all the more intimate and personal...with nowhere to hide!

In general too, the Whisky a Go Go and Los Angeles as a whole are more geared towards a “rock” audience whereas Nashville is more seen as a haven for “country” players. Not that rockers can't rock the socks off people in Nashville, but it really is a country music city.

We were also able to be backstage and in the green room at the Whisky with some big names in the rock industry. As it was a smaller venue, we were literally "rubbing elbows" with the greats, which I have no problem with ;)

**10. What I gather is that you've both taken the indie music scene by storm, even being named one of Canada's Top 10 Indie Talents by Starbeat. You've began racking up a tremendous roster of shows, some of which have had over 25,000 spectators. However, if I stand correct, you performed at a show that exceeds any of the others in terms of crowd size: 1.5 million attendees is what I'm told, at Pittsburgh's Three Rivers Regatta. What was it like to open for 90s hitmakers Smashmouth at this event?**

**Rose:** The Regatta is an annual boating event with a boastworthy attendance and fantastic headliners over its three day run, not to mention epic fireworks. When we got booked to perform, they hadn't yet announced the headliners so I'm sure you can appreciate our excitement tripled in size when we found out we'd be playing alongside the gents who made their mark on so many 90s movie soundtracks!

Just as with Summer NAMM, it was a tremendous honour and it was incredible to see the crowd pouring in for Smashmouth. People still “can't get enough [of them], baby!”

**Tyler:** It was another milestone in our careers, for sure! It's not often one can say that they opened for Smashmouth. Those guys are huge, and the size of the crowd that came out to see them proves they still have a LOT of draw.

Unfortunately for me, I got lost in Pittsburgh while trying to find parking following our performance. As a result, I missed out on having a longer time to meet the band as well as a photo op. But I did have the opportunity to quickly meet the lead singer, Steve, before they went on stage.

**11. The Smashmouth show must have helped create buzz and generate additional exposure for Rose Cora Perry & The Truth Untold. What kind of impact did it have on your careers to play the Three Rivers Regatta festival in Pittsburgh?**

**Rose:** When you're a new band on the scene, EVERY show matters as you never know who will be in the crowd. It was incredible to be able to observe and learn from veterans like Smashmouth (not to mention dance with them on stage! There is really lame video proof of this!)

We have big dreams and are very thankful for what has come our way so far. Here's hoping it only gets bigger and better!

**Tyler:** Definitely more bragging rights. It's such a massive festival and to be able to play it and everyone enjoying our sound really helped/continues to help push us forward.

**12. It is extremely inspiring to see such genuinely passionate Canadian artists making an impact in the music industry as well as big moves in their careers, like yourselves. Now, all of this is surely only the beginning of much more still to come. Can you share with us what shows you have on the map for Rose Cora Perry & The Truth Untold next?**

**Rose:** You'll just have to follow us on our social media accounts to find out!!! But I will say this, expect more shows in 2018. We're just getting started.

**Tyler:** I don't want to give too much away yet, but there are plans to come and have our go at the US again. We will continue doing the festival circuit as well in Canada and in the States.

**13. Additional to all the shows you play you also keep busy on the production side of things, like with your Music Video Trilogy release. The album "Onto the Floor" was released in late 2016 and is jam-packed with 11 full tracks, 3 of which are now your Trilogy Video series. What was the overall inspiration for creating this series and why these three tracks specifically?**

**Rose:** The tale of romance, betrayal and the music biz as depicted in our trilogy series is based off of true events from my own life when a not-so-great former partner wooed me romantically as a means of launching his own career.

I released the series because I wanted to give listeners a deeper insight into who I am as a person and as an artist. Songwriting, for musicians, is a powerful form of catharsis through which we can relay our own stories, BUT more than just that it's a universal language through which we can relate to others – a language that allows us to connect with one another through shared journeys/emotions while simultaneously breaking down barriers of difference.

We all have badges of courage and redemption that we've earned by experiencing personal tragedy. This experience was one of those for me. It left me in a very dark place for many years, uncertain of my future, uncertain if I could ever love again and uncertain if my days of music making were over.

While my tale is told lyrically in my songs, I wanted to be able to express it visually as well for a more significant impact. Most importantly, I wanted listeners and viewers to come away with the sense that there is ALWAYS light at the end of the tunnel. Have hope – you're not alone in your experiences and you too can get through this.

**14. "Away I Go", "Six Feet Under" and "Empty" each tell a different story, but also a cohesive one. Rose, was it initially planned that these three songs would be turned into a Music Video Trilogy or was it realized after the fact that there was a deeper story needing to be told?**

**Rose:** I planned to do a trilogy right from the get-go because all of the songs are interconnected. I also thought – given that we live in the age of Netflix “binge-watching” - it’d be a clever idea to release a series that tells an ongoing saga to encourage people to check out more than just one “single”.

I’m old-school in that I still very much write “concept albums” which reflect my diverse influences. Accordingly, if you only ever listen to one of my tracks, you won’t really have a full grasp on what I’m all about as a songwriter (though arguably this could be said for most serious musicians so I encourage you to please not make up your mind about any artist without giving their catalogue a decent sampling).

My album, “Onto the Floor”, for example, has heavier tracks like “Empty” and ballads like “Away I Go” but it also (believe it or not) features a French waltz-inspired track entitled, “Arm’s Length”.

**15. Now tell me, which of the three was your favourite to film and produce? And why is that?**

**Rose:** Oooh that’s a tough question as making each video was a unique experience and I’m very happy with how all three turned out. If I absolutely had to choose, I’d probably say “Six Feet Under” because it reflects the first time that Tyler and I collaborated in a new way (beyond creating live arrangements for my songs) as we co-wrote the storyline on the drive home from a gig.

**Tyler:** “Empty”, since I didn’t really have to do anything at all for it... Just kidding! “Away I Go” was definitely a new experience for me, since I haven’t done any film work or acting before. It was cool to see it unfold in the way it did and it remains a strong introduction to the other videos.

**16. Without giving too much away, are there more song and/or video releases slated to follow the “Onto the Floor” Music Video Trilogy?**

**Tyler:** You’ll have to wait and see 😊!

**Rose:** What he said ;)

**17. Well I’ll be keeping a lookout as will the readers I’m sure, it’s all very exciting! Before we wrap things up Rose and Tyler, I have one last question to ask: For all the individuals out there looking to share their passion with the world and to kickstart their own careers, what are a few words of advice you have for them?**

**Rose:**

- 1) No matter your level of success or talent, there is ALWAYS room for improvement
- 2) Have an open-mind, an open-heart and ditch the ego. If you're doing this for fame, it's the wrong reason.

**Tyler:** Be professional. Show up early to shows. Be accommodating to the other bands performing and to the crew. Just be overall nice to everyone - you really never know who you're talking to and who they know. You really don't want to be "blacklisted" as that can affect your future endeavours. Basically, in a nutshell, don't be a dick or be "catty" to the other bands or sound professionals involved.

Sorry for the language, but it is something we run into once in a while and it really leaves a bad impression and ruins the whole experience. Funnily enough, it's typically with smaller, local bands (tisk tisk!).

When we played the Whisky, on the other hand, everyone was super friendly and I didn't see any egos at all. It was just a bunch of people getting together to play music and have fun, which is how it "should" be.

You may be a virtuoso at your craft, but try not to have an ego about it. No one wants to hear it and a lot of the time, no one cares - especially in the big leagues.

Speaking of being a virtuoso, work on your craft. I still work on mine and I have a long way to get to where I want to be. It's very important that you are able to put on a solid show and create a great album, otherwise what's the point?

**Rose and Tyler, I cannot thank you enough for making time to answer my questions and I hope you've enjoyed chatting as much as I have. To be one of Canada's Top 10 Indie Talents and the only Canadians to perform at the NAMM event in Nashville this past summer are major achievements on their own. Congratulations again on all of your successes. I'm sure there is much more to come for Rose Cora Perry & The Truth Untold, and we'll all be watching!**

**Rose:** Thank YOU for the insightful and thoughtful interview. It was a pleasure to reflect on our experiences and answer your questions. We truly appreciate your encouragement and support and are excited for what the future holds.

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**Tyler:** Seriously, thank YOU for taking the time to ask us these questions. We both appreciate it. I would also like to thank my bandmates and Mapex Canada for being totally rad.