

# Perry's emotional pain key to success

By: Sean Meyer, Our London

The words still ring in her ears: "I told you what you wanted to hear."

Even though she no longer allows the memory of those words to bring her down, Rose Cora Perry still remembers the moment a man she believed loved her broke her heart and walked out the door.

As it turns out, though, those thoughts do inspire musical creativity.

The London singer/songwriter has used that painful memory to form not only the core of her upcoming sophomore solo album, *Onto The Floor*, but also the storyline to the video accompanying the first single, *Away I Go*.

"It is very much based on true events that happened in my own life, in the music industry, in a romantic relationship," Perry said of the video, which was released on YouTube on Sept. 6. "So I took that idea, took what inspired the song, and exaggerated to make it part short film and part music video experience."

Perry was only 18 years old when she began a relationship with a man she believed was leading her to the classic happily ever after.

However, "a bunch of things came to light," secrets that would eventually tear apart a seven-year relationship.

When she finally confronted him, those dreaded words — which happen to be the final ones on screen in the video — were the last thing he said to her before walking out the door.

There is no question the situation left her devastated. In fact, she took nearly a decade-long break from the music business because of it.

However, a woman who began performing at age four, writing her own music at seven and who launched her own record label by the time she

was 15 clearly doesn't let things keep her down for long.

"I'm someone who doesn't believe in letting bad experiences conquer them. I decided I would reclaim that story and tell it with me in power and in charge," Perry said. "That is the way the plot of *Away I Go* is. Up until this point in my life I've never been publically comfortable to disclose such a personal detail of my life that affected me tremendously. This is my artistic interpretation, it's me telling my story and I've regained control over it."

As a "child of the '90s" and an artist whose band *Anti-Hero* (2005-08) received airplay on MuchMusic — back in the heyday of music video television — it makes sense Perry would use the music video to help launch her new album.

With the help of Darryl Davis, of *The Benefit Solution Inc.*, who co-produced the video and has become her main sponsor, Perry embraced a tried and true video approach, take that song and tell a story about what it means.

After all, if she was "going to be opening up my heart lyrically and musically," on the album, why not do so visually as well.

"We decided to come up with the idea it would be really cool to make a trilogy series where all the plots are interrelated between the three video singles," Perry said. "We want to intrigue people with where this is going."

Perry's plan is to release the three interconnected music videos, one month after another, all leading up to the full album release in November.

Despite the fact channels like

MuchMusic and MTV have moved away from 24-hour music video programming, the medium, Perry said, remains essential in connecting musicians with both their audience and the people who will pay to put them up on stage.

People still want music, it seems, just with a different way to access it.

"So much of that has gone online and you have to go to where the market is. The last time I did this seriously was 10 years ago. You can only imagine the learning curve I've experienced by re-entering the music industry," she said. "I will do the best I can, pull out the stops I used in the *Anti-Hero* days . . . so far it seems to be going really well. I'm not taking anything for granted."



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