



Nashville knockout for Rose Cora Perry

By: Sean Meyer, Our London

London is positioning itself as the Music City, but Rose Cora Perry has no doubt who actually holds that title.

NAMM highlights as one of the standouts of the event.

"So as far as I'm concerned, it was pretty successful. The hope for going down there and doing all this stuff was making the connections," Perry said. "You can be as talented as the next John Lennon, but if you don't know how to navigate the ins and outs of the industry . . . you aren't going to go anywhere. That's the reality and I learned that at a very young age."

One of Perry's connections paid off recently as her band was named to the lineup for the 40th annual Three Rivers Regatta, in Pittsburgh.

The largest inland regatta in the U.S., it's expected to draw upwards of 1.5 million people over its three days, Aug. 4-6. Perry and Randall are performing on Saturday, Aug. 5, five days before her 32nd birthday.

Perry played the regatta back in 2010, so when she was invited back for the 40th anniversary show, she didn't hesitate to say yes — even before she found out who the evening's headliner would be.

"I knew based from my experience seven years ago it is a fabulous event. I said I would love to do the band thing this time," she said. "When we found out Smashmouth, an amazing '90s band — and I'm all about the '90s — was headlining, well that was the icing on the cake."

Performing at a show on the scale of the regatta, Perry said, allows acts to get "bigger and better booking opportunities," while also upping their asking price to promoters.

That being said, she quickly added nothing is guaranteed.

But when an opportunity comes to find that moment in the spotlight, she recommends any act grab it.

"Every little accolade you can get along the way, every little bragging right, it just makes your profile that much stronger and gives you something to build on," Perry said. "I wanted to be a professional, full-time musician my whole life. Whether that happens or not, who knows? But heck, I'm having a great time along the way and there's nothing better than being live on stage."

Perry was recently in Nashville for the U.S. music industry conference Summer NAMM (National Association of Music Merchants) where her band, Rose Cora Perry & The Truth Untold, was the only Canadian invitee. The three-day conference and trade show featured some of the top 100 instrument dealers and music industry insiders in the U.S.

Travelling through downtown Nashville on the way to an event put on by her sponsors at Daisy Rock Guitars, Perry marvelled at how the community has embraced the music industry.

"As we were driving around downtown Nashville, trying to get to the venue, within a one-block radius there were probably 20 different live bands performing, all the places were packed, and it was incredible to see that kind of support," she said. "I know London is working to make itself that kind of hub, but it was incomparable. It was just so amazing being in that energy."

Perry, along with her bandmate and drummer Tyler Randall, attended the initial meet-and-greet festivities on the opening night, and then spent the following day connecting with industry insiders and instrument exhibitors.

They took to the stage on the conference's third night performing before an audience of music insiders and industry officials.

Being the only Canadian act scheduled to perform paid off with a little added spotlight as well.

Perry did a TV interview that was live-streamed from the NAMM floor, as well as a podcast radio interview. The band also received a profile in Nashville Music magazine and had several professional photographers capturing their show-case performance.

The duo even ended up on the Summer

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