



MEDIA CONTACTS: Elsa Lathan or April R. Silver
for AKILA WORKSONGS, Inc.
Office: 718.756.8501 main
Mobile/Text: 646.522.4169 (Silver) | 646.301.2115 (Lathan)
Email: elsa@akilaworksongs.com | pr@akilaworksongs.com
Facebook Page: [AKILAWORKSONGS](#) • **Twitter:** [@akilaworksongs](#)

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"...one of the best unsigned bands to come out of Minneapolis since Prince and The Time" - - Rolling Stone Magazine

**SONNYBOY RELEASES "THE BARFLY THEORY,"
HIS 5TH INDIE ALBUM FIT FOR "GOOD MUSIC" LOVERS!
BEGINS END OF SUMMER TOUR THIS WEEKEND IN PA.**

Brooklyn, New York - - ArtSoul Entertainment announces the release of *The Barfly Theory*, the latest album from musician, singer, producer, composer, and bandleader **Sonnyboy**. Described as thirteen tracks of "Rock N' Soul mixed with some good old funk" (Skopec Magazine), the album is already creating a buzz on the Internet with its first single *Time/Clock of the Heart* (originally by **Culture Club**). Singles to follow include *Special Friend*, *Who's Been Loving You*, *Shake That Thing*, and *She Like Rock N Roll*. "I'm excited about the direction of my fifth release, musically," noted Sonnyboy (legal: Sheldon "Shel" Riser). "There's a little bit of everything in *The Barfly Theory* – from funk to soul to R&B and more but it all boils down to it's an album of good music," he adds. Other *Barfly Theory* highlights include plans for producing a video for each song, and a remix of *Time/Clock of the Heart* by **Morris Hays**, top keyboardist for **Prince**.

Sonnyboy, which is also the name of the band, is comprised of **Eric Wilson** on keyboard, **Mark Bass** on bass guitar, and **Ron Fleming** on drums. Besides vocals, Shel is also on guitar and keyboard. The album is available today on [iTunes](#) and [CD Baby](#).

~ more ~

2010 Tour and the Album Release Party

No stranger to traveling all over the country and beyond, Sonnyboy kicks off *The Barfly Theory* tour this Saturday in Pittsburgh. Other tour dates include Chicago, Madison, Milwaukee, Minneapolis, New York, with other shows to be added. The official album release party is **Friday, October 8, 2010** at the famed **Joe's Pub** in New York City. Details at [Sonnyboy at JoesPub](#). Audience members will get more than an hour of raw musicianship, blended with an *urban misfit* approach to good music.

Sonnyboy's live performances have been dubbed as "high energy **FishBone** meets **James Brown**" shows. His musicianship and performance skills have been sharpened over the years because he has shared the stage with or has worked closely with artists on Prince's Paisley Park label, the **Parliament Funkadelic** family, **Mary Harris** of **Spearhead**, **The Black Crows**, **The Skatalights**, and countless others. For more information and tour dates, contact ArtSoul Entertainment at 646.671.0017 or via email at sonnyboymusic@gmail.com

About Sonnyboy

Born in Monroe, Louisiana and raised in the Baptist churches of Milwaukee, Shel came of age musically in Minneapolis. There, he quickly earned a reputation as an exceptional musician leading to **Rolling Stone Magazine** claiming his group as "...one of the best unsigned bands to come out of Minneapolis since Prince and The Time."

Taken in total, Sonnyboy's musical genius reveals a mastery of soul, funk, R&B, rock, and hip hop. The listener might recall just a few great artists whose talents Sonnyboy respects: **Sly & The Family Stone**, **Prince**, **The Isley Brothers**, **Jamiroquai**, **Erykah Badu**, **Maroon 5**, and **Cee-Lo**.

For more general information on the Internet, contact:

- www.sonnyboymusic.com
- www.facebook.com [search "Shel Riser Sonnyboy"]
- www.myspace.com/sonnyboyart
- www.twitter.com/sonnyboy1

Media inquiries are directed to Elsa Lathan or April R. Silver at AKILA WORKSONGS. Call 718.756.8501 or send an email to pr@akilaworksongs.com