

Soda Shop

Farewell

Soda Shop is the merging of Drew Diver (Horse Shoes) and Maria Usbeck (Celebrities), a boy and a girl who met by fate at an Embassy concert in Brooklyn, NY. The Embassy, whom heavily influenced both Drew and Maria's other acts, brought together a new duo. Though this time, leaving the drum machines and synthesizers behind for a hollow-body guitar and tambourine.

Having an obsession with perfection and nostalgia. The simple, classic pop song structure, which houses reverberating melodies under dreamy vocals, remind oneself of better times, when Coca-Cola was only twenty-five cents, the only DJ was a jukebox and all you had to worry about was who you were taking to the prom.

If you're a fan of classic girl-groups (Shangri-Las, The Ronettes) or current pop (Acid House Kings, The Cardigans, Tennis, The Raveonettes or Summer Camp) you won't want to miss out on the debut single from Soda Shop. Having already been played on Sweden's national radio station, P3 Pop, and gaining a presence across various blogs in the UK and Japan, Soda Shop's first single "Farewell" is a small taste of what's to come.

*

Praise for Soda Shop

"As if ripping off the 80s wasn't enough, Maria from Celebrities, along with Drew from fey indie-pop duo Horse Shoes, have taken on girl-group pop by moonlighting as the sugary sweet Soda Shop. It's great and comparable to the likes of Tennis and even Spectrals if they weren't so damn northern.

— Viceland Music

"Essentially, this 7" presents two pretty, straight forward- and very near perfect, pop songs. They are immediately evocative throwbacks to that 60s girl group sound and conversely dreamy, ethereal and interesting. Exciting stuff, then. We can only look forward to what Soda Shop have in the shop-front for us next."

— God Is In The TV

"Good places to get drunk on sodas are still to be found, the kind we suggest privately to our friends...Sodas are so deliciously distilled, with the perfect proportions, a natural taste and with no extra sugar. The sparkling and poppy bubbles are quickly giving you lift and smile. This Soda Shop has only one recipe for the moment but I can't help ordering it, again and again. To be recommended!"

— Delicious Scopitone

SODA SHOP FARE- WELL

Seven-Inch

A. Farewell

B. When You're Lonely

*

Catalogue number: LIFE073

Release: January 18, 2011

UPC: 721762259115

List price: \$5.95

*

www.myspace.com/sodashop

Press:

www.shelflife.com/catalogue/LIFE073.html

Shelflife PR, Matthew Bice

matthew@shelflife.com

Distributed by CTD, Ltd.

ctd@carrottoprecords.com



A SHEFLIFE RECORDS PRODUCT

All other inquiries:

Ed Mazzucco, info@shelflife.com

PO Box 82141, Portland, OR 97202

Shelflife Records

www.shelflife.com