

Jim Ruiz Set

Mount Curve Avenue

Shelflife along with Mystery Lawn Music and Korda Records are excited to announce *Mount Curve Avenue* by **Jim Ruiz Set** is coming to vinyl this fall! The first 100 copies will be available on limited baby blue vinyl, exclusively on shelflife.com.

Mount Curve Avenue was recorded in an ivy covered Minneapolis mansion over eight magical days this summer, and mixed in California by Allen Clapp at Mystery Lawn Studio, the album sees the Jim Ruiz Set making an expansive mid-60s sound that reviewers are raving about:

"Like his classic 1995 LP *O Brother Where Art Thou?* and *Sniff*, the new album, produced by The Orange Peels' Allen Clapp, owes much to '60s pop and jazz, and '80s UK acts like *Everything But the Girl*, *The Monochrome Set* and *The Jazz Butcher* (whose Max Eider plays a stellar solo on "Neo Acoustic Ambassador"). All of which is filtered through Ruiz's funny, romantic, world-weary lyrics. It's a charmer of an album and an extremely welcome return." --Brooklyn Vegan

"...I would like to think this is the album Jens Lekman would make if he could. Good-humored, effortless and earnest, *Mount Curve Avenue* is a 42-minute lesson in stylishness." --Record Turnover

And now, a message from the Jim Ruiz Set:

"Our music is black, with yellow and red stripes" --Jim "Rheezy" Ruiz

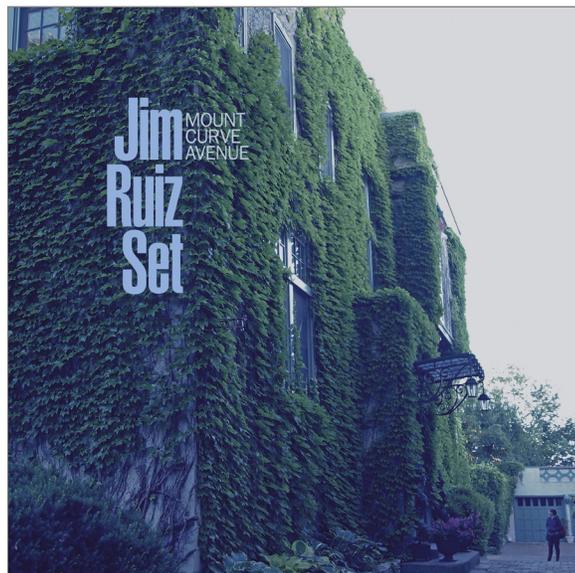
Their eyes met over their Lambics in the busy Minneapolis bar. They gave each other the secret sign and in that instant an appointment was made, a journey begun. Three Froome dogs now united by their passions for two for one, wool jerseys, steel lugged frames, and the bittersweet and sometimes tragic history of Belgian cycling.

Each day since that fateful first begins with a 70 km ride, then a practice. Tanned thighs and dusty faces are the uniform of their work.

Charlotte (Chuck to the peloton) is a ferocious sprinter whose equal has not been seen since the days of the great Freddy Maertens. She brings that same ferocity to the funky lines she lays down on her Hofner Solid bass. McTaves is a climber who rarely leaves her saddle. Losing no momentum, she drops riders trying to hold her wheel ascending de Muur van Geraardsbergen as easily as she drops bombs on her chrome Gretsch snare. Rheezy (The Mod Missile) has been known to put two bike lengths on those who dare challenge him for the top podium spot in the final 100 meters. Uniquely able to balance a breakaway spirit with a strong commitment to his team, this leader is often a GC contender with his beloved JRS strongly positioned to take the team victory.

The JRS, completed their first release, *Mount Curve Avenue*, with help from their kameraden; Allen Clapp, Allison LaBonne, Brian Tighe, Mike Crabtree, Peter Anderson, Peter Robelia, Jim Ouska, David Salmela, David Hamelton, David Schelzel, and Max Eider. Together they will continue their journey. They will continue creating deeply beautiful music until songbirds weep and they achieve their ultimate goal: the rainbow jersey.

L'Enfant Ernesto
Minneapolis 2012



Vinyl LP

1. Little Luvver
2. Neo Acoustic Ambassador
3. Allison
4. Would You Be There?
5. Young Mr. Ruiz
6. Miss Fortunate
7. Wishing Her Away
8. Schwinn Continental
9. Just Believe in Me
10. This Time
11. Down at the Viking
12. Volkswagon Vanagon
13. I Had Learned...
14. Again

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