

LIFESTYLES NOV 10 2005  
CARLETON UNIVERSITY

## Joy-full concert at Oliver's

By Andrea Wrobel

The Joys treated an Oliver's crowd to a free show Oct 18.

Hailing from London, On, The Joys consists of four lively members: Sarah Smith (lead vocals, rhythm guitar), Mike McKyes (lead guitar), Shawn Smith (bass) and Glen "Archie" Gamble (drums)

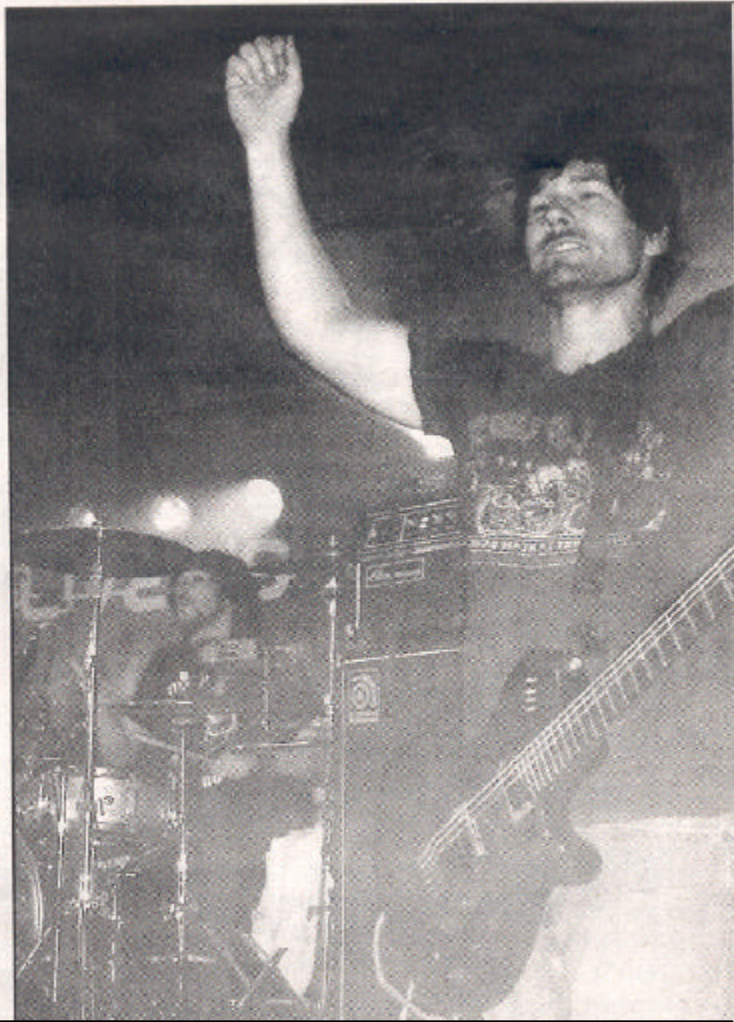
The Joys were originally known as Popjoy, but with the recruitment of new members, a fresh band was formed and a name change implemented.

When asked the reason for this, a humorous explanation is given.

"There was a Swedish death metal band named Popjoy that threatened to kill us all" Gamble explains.



The Joys brought their unique brand of indie power-pop to Oliver's on Oct. 18, putting their reputation as high-energy performers on the line during a free concert.



The Joys' song "Do I" will be featured in an upcoming major motion picture.

"We duked it out in a street fight and they won. They got to keep the name."

Having toured Canada from coast-to-coast, The Joys have performed shows with artists such as K-OS, Kazzar, Finger Eleven, Sloan, Matt Good, and most recently The Trews.

They've covered a lot of ground. "If it ends with a -ville, we've played there" Gamble says.

Nevertheless, the confines of the Canadian borders are hardly limits for the independent band. They're focusing on "going for the gold."

"We've sold 10,000 CDs on our own so we're at the point where we need to make the next transition" Gamble says.

The band feels it's time to involve a label and are working side-by-side with producer Tom Treumuth. He's worked on producing albums for artists such as Big Sugar and Kazzar.

To maintain indie-status, The Joys recently signed a one-year contract with Fabutan Sun Tan Studios. This provides the band with financial support for recording a new album and similar expenses.

In return they had to advertise for Fabutan on their tour van. "It's the approach that bands like us have to take in this day and age," Gamble says. "You have to get other people and/or companies on board because we're an independent band. We do the finances ourselves and make a living doing it."

Fabutan provides the same financial support the band would get from a label.

However, being an independent band doesn't win them other promotional backing, so therefore the band made a decision to look for support elsewhere.

The discussion of the message or meaning of the music played by The Joys allowed Smith to describe the unity of the group. "We just want people to be able to let go and just have fun without any judgment being placed on them." Smith says. "Love you, love you for all you are"

The band collaboratively writes the music but the lyrics primarily belong to the expression of Smith. Singing about topics from first love, to inner beauty, to the meaning of life, she expresses the emotional commonality shared between all members of the band.

“I think sometimes Sarah’s lyrics filter what we all experience as a band because we all talk to each other,” McKyes clarifies.

In the next month, The Joys’ single, “Do I” will be rolling along with the credits from the major motion picture “Cake”, starring Heather Graham. The band sees this as a huge opportunity and they are all very excited to take this next step.

“Having a song roll with the credits is a prime spot for a band and we’re really looking forward to this sort of publicity”, Gamble says.