



Providing females with  
whatever it takes to learn to  
play guitar and enjoy  
music...

## Daisy Rock Guitars PRESS RELEASE

**For Immediate Release**

### Sarah Smith of *The Joys* Endorses Daisy Rock Guitars



**LOS ANGELES, CA – February 9, 2006**

Daisy Rock Guitars is pleased to announce that **Sarah Smith** of *The Joys* has signed up as a new Daisy Rock artist endorser.

High-energy Canadian rock band *The Joys* has been racking up fans, attention and awards throughout North America for the last 3 years. Based in London, Ontario, this four-piece group mixes many musical influences, resulting in a sound that is both contemporary and classic in its origins.

Led by the dynamic whirlwind of lead vocalist **Sarah Smith** on vocals/guitar, the band is rounded out by long-time song-writing partner Mike McKyes on lead guitar and the pounding rhythm section of Shawn Smith and Glen "Archie" Gamble.

So far, the band has sold over 10,000 CDs independently. They've also licensed their music to a Playstation2 commercial, as well as the hit TV show 'Chris and John's Road Trip' on OUTtv and the feature film "CAKE" starring Heather Graham and Taye Diggs. In 2004, *The Joys* were nominated for Entertainer of the Year at the 2004 COCA - Canadian Campus Entertainment Awards, and they were also voted Best Pop/Rock Act at the 2004 & 2005 London Music Awards. In total, *The Joys* have played over 200 shows and over 30 Universities/Colleges all across Canada in 2005 alone. They are currently recording their next CD, due for release in the Summer of 2006.

#### **ABOUT DAISY ROCK GUITARS**

Daisy Rock is the original girl-guitar company dedicated to successfully supplying and marketing pro-quality guitars for females. The company is led by its President, Tish Ciravolo, and co-owned and distributed by Alfred Publishing. Daisy Rock's ongoing mission is to provide females of all ages with whatever it takes to learn to play guitar and enjoy music. Daisy Rock has established and continues to strengthen its reputation as "THE female guitar company."

Daisy Rock, its talented management team, and its products have been continuously featured in worldwide mainstream media, including *People*, *Time*, *Newsweek*, ABC, NBC, FOX, VH1, the Premier Radio Network, BBC Radio the Associated Press, etc.. The company was founded solely by Tish Ciravolo in October 2000.

Daisy Rock Guitars · P.O. Box 10003 · 16320 Roscoe Blvd. Ste. 100 · Van Nuys, CA 91410-0003 · [daisyrock.com](http://daisyrock.com)

LOS ANGELES · NEW YORK · SYDNEY · SINGAPORE · LONDON · COLOGNE