

INTERROBANG

Arts & Entertainment

By Stephanie Taylor

My six-year-old daughter saw your band play and told me that the girl singer with the pink hair was “so good!” the waitress told Sarah Smith, lead singer of The Joys, during sound check at their August 19th show at Norma Jeans in London.

The story seems to illustrate The band’s popularity pretty well these days. With a London Music Award for Favorite Pop/Rock Band in 2004 and a nomination alongside Sam Roberts, The Trews and Tony Lee for the COCA Campus Entertainment Awards Entertainer of the Year, The Joys are enjoying their success and embracing their bright future.

“It really boosts band morale,” Smith commented on winning their first award. “We play our butts off almost every night and we work really hard. It feels so good to be recognized.”

Play their butts off, indeed. Smith (vocals/guitar), along with bandmates Mike (lead guitar), Shawn (bass guitar), and Archie (drums) hit Norma Jeans stage and revved up the crowd with a flawless attention-grabbing medley of cover songs that included an AC/DC song with Red Hot Chili Peppers lyrics, some Nirvana and a little Hendrix.

It was Archie’s first live show with the band, but it wouldn’t be impossible to tell that he hadn’t played with them from the beginning. Smith took command of the room with her powerful voice and flawlessly delivered high-energy original songs, as well as a Blondie cover to rival the original and many more in their mesmerizing first set.

Three years after the first bright pink Mohawk, Smith still loves the trademark do, claiming it brings her energy on stage, illustrates her high-energy personality. But it also helped her become a better performer, Smith explained.

“I was really paranoid and felt like people were always watching me, and being an introspective person, I had trouble facing crowds. Dying my hair pink and getting a mohawk forced me to face my fears and build some confidence, because then I really knew people were looking at me.”

The Joys will be playing at Fanshawe College on September 9th, one of the more than 20 shows scheduled on their college and university tour that will kick off a three-month East/West coast and Ontario tour.

The tours are just the beginning of the band’s future. Recently the London natives signed with Toronto-based agency, SL Feldman & Associates, the same agency that represents bands like Sum 41 and Avril Lavigne to name a few.



They are currently working on a new album, with producer Matt DeMatteo, who works with bands like The Watchmen, Edwin and Big Wreck. Their first single, “Do I” will be hitting radio waves very soon, and their third album is expected to be available in six months.

The band is really looking forward to the Fanshawe show. They played at the college a few times last year, and enjoy the great crowds that they bring out, and hopefully will receive the same support this year.