

SONOR ENDORSER NEWS

For Immediate Release: JOHNNY FAY JOINS THE SONOR ARTIST ROSTER

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Sonor Drums Canada and Sonor GmbH are pleased to welcome **Johnny Fay**, renowned drummer of **“The Tragically Hip”** to the International Artist Roster.

Often referred to as *“The Hip”*, the band formed in 1983, and have spent the last 29 years at the forefront of the Canadian music industry while releasing 12 studio albums, two live albums, and 46 singles. Nine of their albums shot to #1 in Canada along with earning 14 Juno Awards including: *“Entertainer of the Year”*, *“Group of the Year”*, *“Best Rock Album”* & *“Music DVD of the Year”*. The band was inducted into Canada’s *“Walk of Fame”* in 2002, as well as the *“Canadian Music Hall of Fame”* in 2005.

“It’s a real honor, and feels like a homecoming”, says Johnny. “When we first started playing, I owned a punchy little jazz set of Rosewood Sonors with an 18” bass drum that cut through the band like cannons going off! I’m excited to be involved with a company that has over 137 years of history in making drums.”

“It’s great to be working with Johnny”, says Scott Atkins, Sonor Canada’s Artist Relations and Sales Manager. “Along with the relentless driving backbeat he supplies behind the kit, his commitment to the drumming community and the longevity of his band career are testaments to the integrity and character Johnny exemplifies, and we are happy to have him representing Sonor on stages around the world.”

The Tragically Hip just released the single: *“At Transformation”*, from their 13th studio album, which is produced by Gavin Brown and will hit stores in the fall, 2012.

For more information on Johnny Fay, and The Tragically Hip, visit: www.thehip.com

For more information on Sonor Drums and Percussion, Artist News and Events, visit www.sonorcanada.com