

# Freeflow blends musical styles

## Vancouver-based band set to play Monday at the Boot Pub

Nicole Fitzgerald

“I Can Do,” one of the tracks from Freeflow’s newest, self-titled album, has become the Freeflow mantra these days.

Hot off the success of opening for Toots and the Maytals at the Telus World Ski and Snowboard Festival, Freeflow is broadening its listening reach with a blend of hip-hop, reggae and rock. The band can do anything and members are willing to put their mantra to the test of the audience’s ears and feet at a concert on Monday, May 16<sup>th</sup>, at the Boot Pub.

“It’s about the Idea of not having limitations,” said lead vocalist Jason Evans. “As a band, we are fortunate that way. We are not limited by a certain sound or feel. We go anywhere from soul to funk, hip hop to reggae. There is room for a lot of expression.”

The band is all about possibility and the doors have swung wide open over the past year. Evans never imagined himself opening for a living legend such as Toots and the Maytals.

“Sharing a stage with Toots and the Maytals was a highlight for the band,” Evans said of the World Ski and Snowboard Festival performance. “I’ve seen him four or five times. I am a huge fan. His music was a big influence for me. Seeing him live in his 60s with still so much energy and vibrancy, it was really inspiring. It was huge meeting someone of his stature. He’s a living legend.”

Ever since last month’s Whistler performance, Evans has been riding high on Toots’ vibe – a much needed reserve fuel for the life of a traveling musician.

“The business can be a roller-coaster ride of us and downs and being able to feed off positive energy is huge. That is what I try to focus on as a performer,” Evans said.

There are plenty of positive vibes to go around with the release of Freeflow’s new CD. Marketing the eclectic blend of music is always a challenge,

but one Freeflow welcomes. The band decided to hire producer Ben Kaplan for the recording of its second album, Freeflow, in an effort to make its music more radio friendly.

Goal attained.

Everything audiences ever loved about the different genres of hip-hop, reggae and rock is soulfully mixed into the new album. The three musical styles together beckon listeners’ bodies to move. One minute they are pumped to hip-hop beats; the next they are settling into reggae rap.

“It is sometimes harder to sell with all the different genres,” Evans said. “We’ve talked with a lot of record label people and they love the band, but they say, ‘We wouldn’t know what to do with you. If you don’t sound like Nickelback, and instead have music outside of the box, it is tricky.’ Some bands do. It just takes a lot more leg work.”

Until the multi-million dollar record label contract comes along, Freeflow is leaving the legwork to its fans. The band is famous for its live concerts. As Mark Bignell from CFRO 102.7 FM Radio Bandcover put it, “To miss freeflow live is to grossly cheat yourself of one of the best bands Vancouver has to offer.”

“We put on a performance, not just playing music,” Evans said. “There is an interaction with the audience, a playfulness on stage and a real sense of soul and sincerity,” he said

The band has a cult following in Vancouver and is seeking to expand its music outreach with a tour from B.C. to Eastern Canada, the U.S. and Europe in the winter.

“We are at an interesting time,” Evans said. “We’ve developed quite a solid following in Eastern Canada. We are shopping around for a label to take us to that next level.

For sound snippets from their new CD, visit [www.freeflow.ca](http://www.freeflow.ca)