

DISCOVERY OF ANTIDOTE FOR LOCKDOWN BLUES BY JIVE BAND

Monday 9 August, 2021

The multi award-winning and UK's number one jive and swing band, The Jive Aces have just released their brand new music video "Bad News" on Sunday 8th August as part of their official Summertime Swing festival.

Taken from their latest album "Diggin' The Roots Vol.1: Rockin' Rhythm & Blues", the song "Bad News" is an original track. Inspired by the constant doom and gloom in much of the sensationalist media and the impact this can have on one, the band's song is a satire about negative news and about the conflict and controversy found on social media. Here's the link to the video: <https://youtu.be/uWRNIQeYW0c>. The video is a full production put together by the band themselves.

Ian Clarkson lead singer of the band commented: "We had this concept and started filming for the music video, spent lot of time putting it together, then lockdown hit and we were faced with an unpredicted obstacle. So, we started all from scratch and did a brand new one. We had some new ideas and our trombone player taught himself how to do all these special effects, plus finding great old footage from some old movies in public domain and we came up with this video which we think puts across the message that our Bad News song intended. We have released the video right after our charity festival Summertime Swing and we immediately received hundreds of positive responses. We are looking forward to its success."

Just a few days ago the Jive Aces have achieved the astonishing record of 500 consecutive days of free live streams which started on 17th March 2020 helping thousands of people getting through the depressing times of the lockdown days, reaching people in every corner of the globe. And to mark this landmark, the band released the afore mentioned music video.

The band, who throughout the years have accumulated award after award, including the prestigious Telly Award for Best Music Video for their hit song Bring Me Sunshine - over 3.5 million views on YouTube - also received an award from the Variety Club Society for their contribution to music and constant support to charitable causes.

The band is scheduling a full return to their tour of British theatres and even back to the USA in Spring next year, including finishing a new album. So it really is going to be good news from here on out!

For more information about the band: <https://www.jiveaces.com/>

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