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## JAMES APOLLO RELEASES NEW EP AND CONFIRMS NYC LIVE DATES

HOW HARD A HEART OF GOLD CAN BE EP RELEASED FEBRUARY 2, 2010

### LIVE DATES

FRI JAN 29 Brooklyn, NY @ Zebulon  
SAT JAN 30 New York, NY @ The Living Room

*"Apollo's broken, bluesy tenor moans out his tale of broken hearts and substance abuse... Apollo takes his music and his muse seriously." - ALLMUSIC*

*"a haunting set of western-folk... Apollo's gravelly vocals, steeped in a dusty haze of melancholy and backed by a solid band, evoke the expanse of the west and the lonely open road." - KEXP*

**JAMES APOLLO** confirms two NYC live shows in January 2010 to preview new songs from his upcoming EP and new album. The five song EP, **HOW HARD A HEART OF GOLD CAN BE** will be available on February 2<sup>nd</sup>, 2010 and features songs from Apollo's fourth full length album, **THE DAYS**, released in May 2010.

A constant theme of **APOLLO's** songwriting is the ill-fated hero with a heart of gold. This EP showcases **APOLLO's** growth as a songwriter, highlighted by "**No East, No West**" among four originals, as well as a stunning cover of "**Dark End of the Street.**"

Download the mp3 of "**No East, No West:**"

[http://jamesapollo.com/downloads/JA\\_NoEastNoWest.mp3](http://jamesapollo.com/downloads/JA_NoEastNoWest.mp3)

Watch the "**No East, No West**" video at:

<http://www.youtube.com/watch?v=3DqQTPvcXc0> or <http://www.vimeo.com/6225532>

Born at the foot of the Ozark Mountains and raised in Libertyville, Arkansas, **James Apollo** celebrated his 16th birthday by hitting the interstate heading west. "I was playing a new town every night. I was living in diners, sleeping in the trunk of my car," he says. "I had it made."

Eventually he arrived in San Francisco, where the land ran out. He settled into a rickety houseboat and channeled those lonely, foggy nights into his a slew of equally stark material.

After a night of drunken dares, **Apollo** moved to New York City. Inspired by the city's concrete canyons and greedy despair, he released **GOOD GRIEF (2006)** to much acclaim in the UK, an album the London Sunday Times called "Americana in the truest sense."

But his time in NYC was ill fated. In the summer of 2007, just days before the start of another European tour, **Apollo** was broadsided while on his motorcycle and tossed 20 feet in the air. "I

was in a cast from the waist down," he recalls. "When I woke up from the operation, I felt like someone had taken a sledgehammer to my kneecaps. It was a haze of pain and opiates."

Strangely, **Apollo** says, "Those weeks chained to my hospital bed were the best thing that's ever happened to me. New York City was tearing out my heart. Before the accident, I was a cruel, unhappy bastard, and my loved ones were getting mighty few. I needed a way out. That accident was my wake-up call." It took 6 months of painful physical therapy before **Apollo** could walk and perform again.

That dark experience gave birth to the bittersweet melancholy of **HIDE YOUR HEART IN A HIVE (2008)** followed closely by a limited-edition EP, **ANGELS WE HAVE GROWN APART (2009)**. The two releases caught the ear of BBC 6 DJ Tom Robinson, who invited **Apollo** and his band to perform the first single, "**I've Got It Easy**," live on-air. In-studio performances followed with John Kennedy, XFM, as well as BBC Scotland, Kerrang! Radio and Q Radio.

With the newest EP, **HOW HARD A HEART OF GOLD CAN BE**, **Apollo** confronts the demons of love. He recalls "A fellow asked me the other day about being on the road. He said it must be tough to keep a relationship going when you're away from home so much. I said no, being away is the easy part. It's when I'm home that times get rough"

**Apollo** explains, "For the longest time I just assumed I was the good guy. Everybody thinks they're the good guy. But for a good guy, I was doing an awful lot of bad things. I haven't figured out how to change my ways, but at least I know who I am."

To be able to explore the raw emotions that left him so vulnerable, **Apollo** drove to the bluffs of the upper Mississippi to re-unite with childhood pals. "My bass player has played with me for five years. That's a lifetime in rock n' roll. But we called him "The Rookie" during these sessions, given the other guys in the band had been playing with me since I was nine. Nine! It's a fickle world, but to be able to have a connection with people for that kind of time, it feels good. And it sounds even better."

#### **HOW HARD A HEART OF GOLD CAN BE EP Tracklisting**

- 1. PAVED LOVED**
- 2. HOW HARD A HEART OF GOLD CAN BE**
- 3. NO EAST, NO WEST**
- 4. DARK END OF THE STREET**
- 5. IT'S NOT THE NIGHT**

Jamesapollo.com  
Myspace.com/jamesapollo  
Romopr.com