



Music Video: Side FX Band Performing "Timeless"

Watch **Side FX** perform, "Timeless." They are appearing at the Key Club in LA tonight!

Side FX is a six piece band that hails from Washington DC with an alternative pop sound that is all their own. The band, who is well known for exploring new sounds and combining rhythms and beats that together offer the unexpected, continue to break traditional boundaries within the music industry. In a short period of time, Side FX has accomplished what takes most bands years to do. The band is fronted by sultry singer-songwriter-designer Kim Cameron.

Side FX was formed in 2008, the band was launched with their CD, 'Contradictions.' The CD was featured on hundreds of US and International radio stations. Placements on American Airlines, MTV Philippines, Sirius, Great Americans, Plum TV, District Dish TV, Coffee Network, Pulp Magazine, INK 19, Command Performance, sold out show at Blues Alley plus several live radio performances have made this band one of the top powerhouse pop rock bands on the east coast.

The band motto of **More than Just Music** along with their eclectic mix of genres, that showcase Kim's complexity and diversity as a songwriter and a woman have garnered them millions of matches on Google and website hits just within the last year.

Side FX makes it a point to perform at events that allow them to give back to causes that are close to the band members. Recently, the band reached a personal goal when performing at Walter Reed Medical Center for the injured service men and women and have carried on that tradition with their current tour 'It's Your Turn' where they are performing at Veteran's Medical Centers across the country.

The bands sophomore CD, **Turning Point** was released January 19, 2010. The CD which was produced by Robert Jazayeri (No Doubt, Garbage, Britney Spears) transitions flawlessly from smooth sultry vocals and piano to driving beats and roaring guitars that make you want to get up and dance.

'This album is truly my best work.' says Cameron. The video from the first single, 'Timeless' has created a buzz on youtube, receiving thousands of views and already received national placements on Poolside Palisades Pool Party Web series, Fox Sports, Eos music, Pure Play, More Magazine, Smart Money, and the WOR's Joey Reynolds' show.

Side FX kicked off their first tour for Turning Point: **It's Your Turn Tour** right after the 2010 Grammy's. Look for the band in a city near you for an eclectic blend of pop, rock and jazz experience.