

RICH AUCOIN

We're All Dying To Live (Public Publication EP/Over The Top! LP)

With a carnival spectacle of a live show, Halifax's symphonic-pop poster boy Rich Aucoin is a musical mastermind. Sing your swelling heart out and dance under his parachute among a cloak of confetti... just don't stop the sonic alchemy.

Part indie-rock preacher, part wonder-kind, Aucoin's **We're All Dying To Live** is a musical scrapbook compiling over 500 musicians, friends and fans from across Canada. **We're All Dying To Live** is a testament to the metamorphic magic of music.

"The record is really about making big life decisions or at least about thinking about those decisions and how to live one's life," says Aucoin

Unlike his debut *Personal Publication* (2007), an EP that synchs to Dr. Seuss' *How The Grinch Stole Christmas*, **We're All Dying To Live** is a very public affair. From St. John's, NL to Dawson City, YK, Rich invited everyone and anyone who wanted to be on the record. From multiple choirs to some of Canada's finest musicians, we were all dying to sing.

Much like the makings of **We're All Dying To Live**, Aucoin wants to be surrounded by everyone he knows and loves and everyone he has yet to know and love every night forevermore. Cash in your golden ticket to an all inclusive electro-pop dance explosion.

Select Quotes:

"Part Daft Punk-inflected Dan Deacon, part DIY-driven Flaming Lips as filtered through Girl Talk, Canada's Rich Aucoin is a force of beat-blasted rave-ups and synth-stricken jams. While last year's Public Publication EP hints at the function, Aucoin's real appeal rises in the form of his live shows which invariably explode into crowd-surfed extravaganzas." - *Austin Chronicle*

"If you haven't yet seen Rich Aucoin in concert, you're simply not having as much fun as you should be." - *Eye*

"He may sing about how "now, the lakes are frozen," but Aucoin's candy confections are enough to melt all of Halifax." - *SPIN*

"Rich Aucoin is so much more than just a musician. He attempts projects nobody else would even think to try, and he not only sees his ideas through, he exceeds expectations. ... and right now this guy is unstoppable." - *cokemachineglow.com*

"Rich Aucoin is a man that gives the people what they want. Whether it be someone to run a half marathon as a pre-gig warm-up, a Jay Z mash up, a record synced to the Grinch... or a night in 3D, Rich has you covered." - *herohill.com*

#2 Favorite SXSW 2011 performance, #7 Most Memorable Moments at Hangout Fest 2011 - *Paste*

"Brian Wilson Is A.L.i.V.E. sounds like the Beach Boys time-warped to the disco era, met Daft Punk and befriended a chorus of indie kids. Vocoder is put to good use on P:U:S:H, while Undead's full of spacey bah bah bahs. It's motivating music for house parties, though Aucoin is best experienced live." - *NOW*

"Rich Aucoin is a one-man experimental electro-pop phenomena who single-handedly has the ability to get more people moving than House Of Pain's "Jump Around" at a professional sporting event." NXNE 2011 Chartattack Grade: 95 - *chartattack.com*

"...a 40-minute, interactive, musical motivational speech that left everyone sweatier and happier than they can remember being in a long, long time. Endorphins already surging through our veins, Aucoin tore the house down when he brought out his trademark kindergarten parachute" - *The Grid TO*



Available November 1, 2011

Track Listing:

1. The Morning Becomes Eclectic Overture
2. All You Cannot Live Without
3. Being In Need Of Something
4. Even If All Your Friends Abandon You SMILE
5. Brian Wilson is A.L.i.V.E.
6. We're All Slaves To The Two-Four
7. Only The Little Creatures Know
8. It
9. The Greatest Secret In The World
10. Watching *Ice Station Zebra* For The 151st Time
11. P:U:S:H
12. We Must Imagine Sisyphus/Ourselves Happy
13. 1929-1971
14. Watching, Wishing, Waiting
15. Please Give This To Seymour Stein
16. Hope For The Flowers
17. Undead Pt. 1 - Estrangement
18. Undead Pt. 2 - Reconciliation
19. Watching Herzog And Listening To *The Idiot*
20. Living To Die
21. Dying To Live
22. 500 People Talking

Produced by Rich Aucoin and Joel Waddell
Engineered by Rich Aucoin, Paul Aucoin, Howard Billerman, Chris Bolster, Colin Crowell, Dave Ewenson, John Fulmer, Jace Lasek, Andrew Watt
Mixed by Rich Aucoin, Paul Aucoin, Colin Crowell, Joel Waddell, David Wrench
Mastered by Nilesch Patel

MEDIA CONTACT:

Ken Beattie
media@killbeatmusic.com
647-654-7146

www.richaucoin.ca
www.sonicrecords.ca

