



WHIP 'EM HARD, WHIP 'EM GOOD

Criminal Records/Sound Pollution
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The Flare-Up! is back with an anticipated sequel to the 2002 debut album *Saints in Sinner City*. The band members have since spread across the globe to engage in other music projects (ranging from Soffy O and Last Days of April to the The Stray Parade and The Assassinations). However, in the summer of 2007 the band joined forces again for the recording of a new album. The result, *Whip 'em Hard, Whip 'em Good*, was released on the Scandinavian market in March 2009.

Conceptually, **The Flare-Up!** here travel further down their established path—urban, dirty and decadent rock music fuelled by morbid stories and ill-hidden self-loathing. Their music is both mean and unforgiving, melodic and catchy. Cock rock for the dance floor, if you will.

The Stockholm-based band have eavesdropped on the soulful garage of the 60s and taken the glam out of the glitter from the 70s. With their upright, violent approach and muses as diverse as Steely Dan and Richard Hell, the resulting output is classic rock that stands the test of time. **The Flare-Up!** sum up their favourite moments in rock history and fuse them together into a unique and modern praise to rock clichés and urban story-telling.

www.theflareup.com
www.myspace.com/theflareup
www.criminalrecords.se
www.youtube.com/theflareup

Criminal Records
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"Astoundingly great punk rock [...] **The Flare-Up!** is an intriguing new acquaintance, a band we surely will hear a lot from in the future."

Aftenposten, Norway

"**The Flare-Up!** take their listeners by storm with this sequel to *Saints In Sinner City*. Like a hoodlum's version of Per Gessle's eclectic pop approach."

Upsala Nya Tidning, Sweden (4/5)

"Considering their yummy licks, almost Sparks-like vocal arrangements and a unique singer, I will gladly let *Whip 'em Hard, Whip 'em Good* whip the shit out of my eardrums, be it at the party, at the rock'n'roll cub or at home."

Zero Music Magazine, Sweden (8/10)

"*Whip 'em Hard, Whip 'em Good* is a new anthem for all rock'n'roll misfits who'd rather play music than live as expected [...] **The Flare-Up!** are in short a kick-ass, right-hand-on-balls rock outfit living on raw energy, excellent riffs, trashy solos and (quite a few) good songs saluting the bluesy garage rock of the 1960s and the 1970s hard rock with equal measures of aggression and laid back cool."

All Scandinavian, Denmark



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