



OPM

*****'California Poppy' album released 2nd October on Suburban Noize / Special Guest on (hed)p.e.'s 19 date UK tour October 4th – 28th*****

OPM, the multi-million selling Los Angeles band whose distinctive sound combines hip-hop, rock, pop and laid-back reggae, are set to release their rather excellent third studio album 'California Poppy', on Suburban Noize Records, distributed by RSK Entertainment, on October 2nd.

OPM are probably best-known for their summer 2001 #4 UK chart hit single, the international skateboarder's anthem, 'Heaven Is A Halfpipe', which stayed in the Top 5 for over two months and won Kerrang!'s "Single of the Year" award that year.

OPM have been confirmed as special guest act on (hed)p.e.'s 19 gig UK tour. Dates are:-

Wed 4 th October	Nexus, <u>Southampton</u>
Thu 5 th October	Opera House, <u>Bournemouth</u>
Fri 6 th October	Ski Lodge, <u>Yeovil</u>
Sun 8 th October	Carling Academy, <u>Bristol</u>
Mon 9 th October	The Point, <u>Cardiff</u>
Tue 10 th October	Swansea University, <u>Swansea</u>
Fri 13 th October	Moshulu, <u>Aberdeen</u>
Sun 15 th October	Carling Academy, <u>Newcastle</u>
Mon 16 th October	Rios, <u>Bradford</u>
Wed 18 th October	Carling Academy, <u>Liverpool</u>
Thu 19 th October	Club Academy, <u>Manchester</u>
Fri 20 th October	Corporation, <u>Sheffield</u>
Sat 21 st October	Rock City, <u>Nottingham</u>
Mon 23 rd October	Carling Academy, <u>Birmingham</u>
Tue 24 th October	The Waterfront, <u>Norwich</u>
Wed 25 th October	Charlotte, <u>Leicester</u>
Thu 26 th October	Woughton Centre, <u>Milton Keynes</u>
Fri 27 th October	Agincourt, <u>Camberley</u>
Sat 28 th October	Mean Fiddler, <u>London</u>

While the band's first two albums primarily started as programmed beats and then evolved into songs, 'California Poppy' is the first album recorded in a more traditional style by the whole band - vocalist John E, guitarist Geoff, bassist Matt, keyboard player Jonathan and drummer Robert - at MNO, live in OPM's studio located in the heart of Hollywood. And it shows. Produced by John E. and Geoff, 'California Poppy' is a gloriously laid back album containing 13 catchy songs packed with reggae rhythms, hip-hop beats and punk rock attitude.

While tracks such as "Eternity" "Love Don't" and "Desire" focus on love and desire, "Leave 'em For Dead" deal with politics and humanity, and "Lion's Pride" faces the 'war on drugs'; with so many of their generation being locked up for growing and smoking weed, OPM strike back with the lyric "I've committed no crime".

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History

OPM, born in the Los Angeles' community in the late 90's, were signed by Atlantic Records in 2000, who soon put them in the studio to record their debut 'Menace to Sobriety', album, released in 2001.

'Menace To Sobriety' spawned the massive hit single 'Heaven is a Halfpipe', which not only reached #1 most requested on LA's KROQ and #1 Nationwide Top Phones in the US, but also charted top 5 in Britain in the summer of 2001. A second single taken from the album, 'El Capitan', released in January 2002, went into the UK top 40 singles chart at 20.

OPM then suffered from the dreaded disease of major label A&R department procrastination. John E. explains; "They'd spent so much to promote the first album, that we thought everything was a 'go' with the second record. But they kept sending us back into the studio...we wrote over 50 songs while waiting for the label to make a move. We finally got to the point where we realized that we needed more attention than they were giving us, so we started working on getting out of our deal."

With the realization that they were going to lose their fan base if they stayed off the road any longer, they approached Suburban Noize Records president Kevin Zinger about a touring slot on a Kottonmouth Kings tour. Then, after meeting with Zinger, the band signed on with the Suburban Noize Family.

John E explains why Suburban Noize Records works so well for OPM; "We really love the creative freedom we have by being with Suburban Noize. Our goal is to create music that people enjoy, including ourselves. At Suburban Noize, we have total creative independence. Also, there is a community among the artists as opposed to the major label hierarchy between bands. They allow artist development to happen naturally by taking the time to plant seeds and grow roots."

OPM's second album, 'Forthemasses' (which can be read as "for the masses" as well as "for them asses"), released on Suburban Noize in June 2004, features guest appearances by Yellowman, Eek A Mouse and Johnny Richter from label-mates The Kottonmouth Kings.

'California Poppy' is a record that takes OPM back to their roots. Rooted in California, the band takes pride in what has influenced their lifestyle and music. Local artists like Sublime, The Red Hot Chili Peppers, Jane's Addiction, No Doubt and NWA have had a huge impact on their sound. In the spirit of the Beach Boys, OPM truly defines the So Cal lifestyle that people all around the world seem to be fascinated with. 'California Poppy', like 'Menace to Sobriety' and 'For them Asses', is the kind of record you can put on at your backyard BBQ and play from top to bottom.

A culmination of reggae rhythms, hip-hop beats and punk rock attitude defines the California lifestyle. The songs tend to find the brighter side of things giving an uplifting perspective on life. The days are full of drinking, drugs, beautiful girls, the beach, surf and fun in the sun. But at the same time you feel the reality of life and personal struggle. Living in California is not always as glamorous as television shows like the "O.C." and "Beverly Hills 90210" suggest.

The cover art defines the album by showing the diversity of culture in Southern California with "Our Lady" proudly displaying a child in a golden field of poppies. OPM come from California and OPM comes from poppies, hence the California poppy.