

# THE LOST ARKS OF ROCK AND ROLL

## ALBUM PRESS RELEASE KIT JUNE 2017



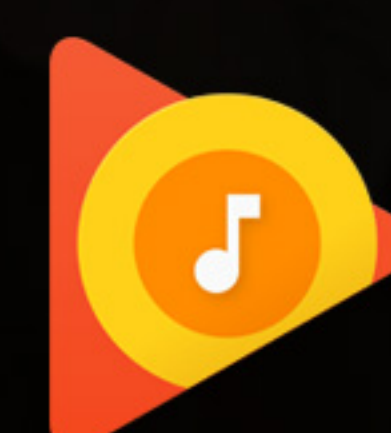
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By: Mauro Cordeiro



# LEATHER JACKS

**PRESS RELEASE - JUNE 2017**

São Paulo, Brasil - 2016. Think about Innovation. Now think it seemed impossible, but it happened: Finally in Brazil, a dreamer decided to dare: Mauro Cordeiro, Singer, Writer, Guitarist and Multi-Instrumentalist created the project that fuses the best of modern Melodic Hard Rock with the best of Traditional Heavy Metal: Then comes LEATHERJACKS, in June 2016.

In just one year, Leather has got it's first Álbum finished and released in April 18th 2017, and it's having a great repercussion in digital Rock / Metal Media and Radios worldwide.

Reviews in Whiplash.net, Roadie Metal blog, and an interview on FireWorks Magazine issue 79 (UK - June 2017 Issue), proves that LEATHERJACKS came to stay and to embrace MetalHeads and Hard Rockers.

The first album, entitled **THE LOST ARKS OF ROCK AND ROLL**, was totally written, arranged, produced, recorded (voices and all instruments) and mixed by Mauro Cordeiro. Mastering was made by the online service "eMastered" in partnership with Mauro.

First single **Burning Wire**'s got it's first Webclip, directed by Caike Scheffer. Check in YouTube



Mauro's searching for musicians to join LEATHERJACKS. Soon, tour and gig dated. Hand tight and Let's Rock.

To sponsors, contractors, musicians and investors:

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**Facebook FanPage:** [facebook.com/leatherjacksofficial](https://www.facebook.com/leatherjacksofficial)

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**MAU  
COR  
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## MAURO CORDEIRO - A BRIEF MUSICAL HISTORY - 05/06/2017

Mauro Cordeiro was born in December 17, 1985 in São Paulo city, Brazil.

He always had great interest for music and rhythms due to his great influence in his family since he was very young, as he himself tells us below:

*"My mother always played and plays some piano and my grandfather put Chubby Checker's "Let's Twist Again" on his phonograph. In addition, my mother had a LP with movie soundtracks, which I repeatedly asked her to listen to Survivor's "Eye Of The Tiger." That is, I was daily listening two of the most top hits in the world and absorbing two music eras inside my mind."*

*"I started playing guitar in 1996, when I was 10. By 14, I had my first bands and since then I have not stopped. I spent some years in music as an amateur from 2009 to 2015. But there is no way: When you feel that's your life, it's done! You can't run from your gifts."- Says Mauro -" I had a Pop Rock band from 2003 to 2009, but it was never the sound I really enjoyed, it was in Portuguese, it was not about my real purpose, which has always been Heavy Metal and Hard Rock. Anyway, it was a bit boring musically, but I believe it's all part of personal and musical growing."*

Always acting as a songwriter, guitarist and backing vocalist, Singing entered Mauro's life in 2010, when he began to have an interest in Vocal Drives (the famous intentional vocal Distortions and "Snarl" Voices, done by rock singers).

His influences have always been Heavy Metal, Hard Rock, Classic Rock, Blues and a bit of Pop / Rock. Bands like Iron Maiden, Deep Purple, Black Sabbath, Led Zeppelin, DIO, Metallica, Gotthard, Thin Lizzy, Whitesnake, Accept, YES, Helloween, Van Halen, George Benson, Rockabilly, Stray Cats ...

*"There are really countless artists that I admire, which would perhaps yield pages and pages of homage to them (laughs)"*

- Points the musician, who worked alone in his first project, **LEATHERJACKS**. He reports that unfortunately, he still didn't find members to follow him and believe in his dreams. By playing all the instruments, composing and singing, he decided to act in a "solo" way, at least for now, "due to practicality."



*"I decided to do my work alone because I've been fooled by countless sound engineers and producers who have promised tons of false promising mixes and stuff. So I studied for myself Audio Production for two years. Countless tutorials, mixing and mastering tips from my true friends, until I felt ready to accomplish my author project and raise higher grounds. To Dare, you know? We all depend on each other, we always do and I reckonize that. But if I can and could get my own sound, tones and mixing sounds, even if in just one job, even in one lifetime album, at least I can say: I got it! You see? I did it! You know what I mean? So I feel very proud and thankful to God and life for this achievement"*

- comments Mauro, who launched his first project on April 18, 2017. The album *THE LOST ARKS OF ROCK AND ROLL* has received great reviews and interviews in printed and digital media, growing every moment more and more. Great harvest of a great effort and dedication sowing, it's an object of consumption and even a collection item for us to have on the shelves of the good (and maybe the best) Hard Rock and Heavy Metal albums of our present time, made in Brazil to the World.



## AN INTEGRANT, MANY FACES

Launched in 18th April 2017, **THE LOST ARKS OF ROCK AND ROLL** brings strength, harmony, speed, heaviness and even dares within the limits of instrumental and Pop Rock that reminds to bands like INXS, as the **Emotions On Sale**, which according to Mauro himself, "Portrays how much false emotions and masks we can carry on shelves, as if we were a hypocrisy store."

Produced and mixed in Home Studio For a year by the Vocalist, Guitarist and multi-instrumentalist, his first work came to stay and become History in Music and Rock and Roll worldwide.

In the process, the first song was **Burning Wire**, a riff that Mauro already had since 2004 for an old song called "Combustion".

Who could ever imagine that more than 10 years later, the music would be improved and become one of the main singles, and even have the first Webclip recorded?

## A CONCEPT THAT BECOMES REAL

Lost Arks, Adventures in the good Tomb Raider or Indiana Jones style. What's more Rock And Roll than all this?

With the art and concept of the talented illustrator Milena Buzzinaro, Capa and Encarte are based on ancient and sacred temples of ancient tribes, but with originality from the term **LEATHER** ("leather" in English).

Statues of alligators and sacred treasures, gold, dungeons, traps and everything else, washed down with an original sound that has as an impact the nostalgia and nostalgia of the 80s and the modernity of the 2000s, merged into a completely new sound that unites the Hard Rock to Heavy Metal in a unique way.

Welcome to **LEATHERJACKS**.

Welcome to the **THE LOST ARKS OF ROCK AND ROLL**.

The album have nine tracks, among them an instrumental one: **MOTOCROSS**. The themes are varied, containing archaeological stuff about Rock And Roll, criticism of humanity, lost loves, disappointments, politics, financial system, emotions for sale, and even space invaders.

**PEOPLE** portrays our society and its excesses and futilities, and its Chorus points to a hope. We just need to know how to deal with the world.

**CROCODILE'S HEART** tells the prose of love delusions and their traumas, when a person is colder than a crocodile's heart.

**BURNING WIRE** is a kind of "sequel" to the series of love delusions. But it's lyrics were written in an unusual way: A Cooking Recipe shape.

**LEATHERJACKS** is the title track that summarizes all the force, the punch with which the all the project is proposed. Lost Ark of Rock And Roll, adventures and lots of heaviness. A great heavy bluesy hit for sure.

**EMOTIONS ON SALE**, as mentioned earlier, exposes human falsehood and hypocrisy with their false emotions on the shelves of masks.

**THE SLAMMER** is a story based on the movie "The Day the Earth Stood Still", where an invader (redeemer) from space comes to save the earth from ourselves.

**DO YOU FUCKING PAY MY BILLS** quotes the social classes and puts the listener to think about what it means to be normal and why do we have to have standards imposed by the financial and social system in our daily wild life.

**THE LOST ARKS OF ROCK AND ROLL** closes the Album with an adventurous Hard Rock and modern and archaeological lyrics at the same time.