

.the commercials.

Bio / 2005

Drew Teague - Bass, Vocals
Tom "Gunz" McGrath - Guitar, Vocals
Tony Bavaria - Guitar
Dan Jones - Drums

"One of the hardest working bands on the Northeast indie scene is the Pennsylvania quartet known as The Commercials, a power punk band who sound a lot more mature than your average heartache of the week outfit. In fact, the 10 tracks that comprise IT'S NOT WHAT YOU SAY... are light-years ahead of the competition, as this group's muscular approach at the sounds made famous by mall punks everywhere is coupled with heartfelt, insightful lyrics that emanate experience and fortitude."

-Skrtch Magazine

Hailing from Harrisburg, Pa, The Commercials set out to create music that is both meaningful and fun, and which brings together the band's many diverse influences. Their music is honest, recounting stories of relationships and life. While many trends and bands have come and gone, The Commercials stay true to their focus and continue to expand their ever loyal fan base. The integrity and joy they share when they hit the stage are the greatest signs that creative emotions are fulfilling their purpose.

With hundreds of national tour dates in recent years, The Commercials have endured all the musical misfortunes of poverty, desert breakdowns and crushed relationships that come from being a DIY working band on the road. Fortunately, they've also had many high points along the way. They've been just about everywhere in the U.S. and Canada touring with such friends as Digger (Hopeless), Keepsake (Fearless), Bayside (Victory), Me Without You (Tooth and Nail), Zolof The Rock and Roll Destroyer (Eyeball), A Small Victory (Lobster) and The Starting Line (Drive-Thru). They've also been proud to share the stage with acts such as At the Drive In, Saves The Day, The Ataris, Taking Back Sunday, Hot Water Music and Zao. With no signs of slowing, The Commercials have recently appeared at Furnace Fest, South By Southwest and on several East Coast dates of the 2003 and 2004 Vans Warped Tour. The group also benefits from Tony's involvement as co-owner of Champion Ship, an all-ages, punk-oriented live music venue and record store in the Harrisburg area.

The group has released several full-length albums with various indie labels and has contributed songs to a multitude of compilations and splits. Their next release will be a split EP to be released by Blackout! Records on July 12th, 2005. The label is excited to have The Commercials back for this project and is planning an aggressive marketing campaign. They have even offered to do a video with the band, something very unusual when promoting an EP.

The group's latest full-length CD, "It's Not What You Say, It's How You Say It" (Blackout! Records) is a transitional album composed of two tell-tale chapters. The first five songs are all re-recorded and retooled versions of their favorite tracks from previous releases. The second round of songs are all newly composed tracks, that when listened to sequentially tell the story of a relationship from its wild and splendorous beginning through its tumultuous and eventually tragic end.

The Commercials are sponsored by Mountain Dew's 6Packs, 6-minute audio segments featuring the band's music and dialogue that are spun by college radio stations nationwide promoting the band and their local shows.

Forming in high school, the group recorded two full-length albums. With combined sales of over 6,000 copies on what were essentially self-released CDs, the band's fan base grew considerably. In 2002, The Commercials signed to Blackout! Records (previous home to H2O and Kill Your Idols) and have been on the road ever since. "It's Not What You Say..." continues to receive overwhelmingly positive international feedback. With the added distribution (Lumberjack), advertising (ad campaign in A.P., Punk Planet, EmoGame.com and other national zines and online sources), college radio promotion (Planetary Group) and an extensive touring schedule, The Commercials achieved a much higher level of exposure and success than ever before. With a new release planned and for the first time working with an outside manager, the group is excited about the future. Says Tony, "We've been doing this for a long time, and I think we're always progressing. I feel like our songwriting keeps getting better, and we keep getting more and more fans as we continue to do tours. We haven't been a fly-by-night success like some bands, but I feel like everything we do builds on top of what we did before, and our fans are really supportive and always growing, and we're really thankful that they support us in everything we do. I'm really excited for our new material to come out and to continue touring, and take this band as far as we can."