

For immediate release

Poison? Beastie Boys? Chili Peppers? Indie Band DIGGEM Video Premiere

<http://www.youtube.com/watch?v=-nqkyDgt4wA&feature=plcp>

The setting: a converted garage with French doors and brick floors and a hastily cleared backyard. The challenge: natural daylight provides for only 2-3 hours of shooting from the angle of the sun. The gear: a Canon 5D, a few C-stands, some flags and foam core. The personnel: band, producer, director, cinematographer, families. The result: *The Get Down*.



The plot for DIGGEM's music video began in that very same converted garage where, after a recording session for their upcoming album *Meet Me at the Chain* – home-studio do-it-yourself style, naturally – someone hit on the idea of making a music video. This is Los Angeles, after all! Steve Gardner remembers “we started throwing out ideas, like how we could shoot the band playing at a school with children, kindergartners maybe, that have to show IDs at the door to get in. They go in wearing school uniforms and come out dressed all hip – as if *The Get Down* made them cool!” And thus, the germ of an idea, turned-up-get-down transformation and kids partying hard to DIGGEM, took root.

Enlisting the help of producer Grant Stoner, who then brought on board Director Daniel Russell and Cinematographer Stephen Paar – collectively known as Goran Duk – DIGGEM buckled down and started fine-tuning their ideas into a cohesive story-line. Working with bare-bones gear and limited daylight they shot the video in 3 days. Realizing they couldn't have everything they wanted – the helicopter landing in the backyard proved too difficult, blade-span was an issue – they gathered what props and people they could for an end result that looks exactly like what you'd find on MTV. They do still play videos, you know. Chock-full of looks you miss and ones you wish you could forget, DIGGEM's premier music video takes you on a chronological merry-go-round of trends and good-natured fun - pinata need apply.

DIGGEM began in October 2000 when Valerie Taylor met Rich Kaylor. They played with several people over the years but never really found their niche. Then in August 2008 Chris Schmoke answered their ad and the seeds were planted. A year later Valerie came across Francis Sablan's website and asked him to come to a practice, and a year after that Francis asked his friend Steve to sit in. Along the way each member of DIGGEM discovered a like-minded attitude of music and performance and started forming the family bond they boast today. And, they realized their individual style of music would gel with each other...so they took that ball and ran with it, all the way to the small screen.

Look for their album release coming at the end of fall 2012, *Meet Me at the Chain* and check out single music tracks online at www.diggemband.com.

For more information contact:

diggemband@gmail.com

Valerie Taylor

415-307-3448

