



Most groups undergo a number of changes over the course of their careers, yet few groups have experienced such a radical stylistic change as The Velcros.

Initially conceived as a Rockabilly group - true to the stylings of the masters of a bygone era - the pairing of The Velcros with Van Halen (as the opening act on the sold out 1984 U.S. Tour) started to turn the band into a hard edged blues-rock ensemble featuring an aggressive live show. As major labels in the mid-80s were convinced the band needed make-up, glitter and scarves, The Velcros decided to keep to their rock roots, playing 200 to 250 dates per year, including club and concert shows with many of the decade's major acts.

In early 1985, the group was contacted by L.A. manager Jerry Heller (later made famous for bringing the world one of its first rap superstars, NWA), who had heard the group at the L.A. Forum with Van Halen and wanted tracks to shop to major labels on the west coast. He set the group up in Martin Studios in El Paso, Texas with producer Howard Steele (producer for Joe Walsh, Rossington Collins and Burton Cummings, among others) recording tracks to be sold to labels as a finished product, following which the band was mentioned in the September issue of Billboard magazine in its Audio Trax section. The recordings were eventually shopped to labels and sent out for airplay, but never released, although The Velcros were courted by Enigma and Restless Records (just not glam enough in the era of spandex and big hair).

The band called it quits in 1988, after excessive touring and too many let-downs of the "almost, but sorry, we pass" variety from a number of labels. The three core members, guitarist Jimmy Frech, bassist Gary LaVancher and drummer Ron Thompson went their separate ways. Members of The Velcros have since played in such internationally acclaimed acts as Billy Joel, Brian Setzer, Joan Jett and Savoy Brown.

As for those original recordings from the El Paso sessions...? In spring of 2010, they were discovered in the now-defunct Spider Studio Sound, and were remastered by engineer Jeff Moleski at Moletrax East in Syracuse, NY; released as a limited edition to coincide with the reunion shows in 2010 and celebrating the 25th anniversary of said recordings.

In October of 2016, the band will record an album of all-new original material and tour in support of the release. The trio of friends are currently writing songs for the new project and are scheduled to begin recording in October of this year. Frech said "We're looking forward to getting back in the studio and on the road. It's a good time and that's why we do it ... we're all pretty much the same as we were in our twenties, a bit older and questionably wiser." Concert dates will be announced at a later date.

For more information or to contact The Velcros, email thevelcrosband@gmail.com