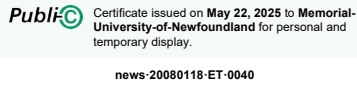


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music

## A musical era not to be forgotten

Sean Ridgeley  
Special to The Telegram

Much like the recently released "Saturday Nite Jamboree" CD, "Rock and Roll comes to Newfoundland & Labrador" is another uncovered gem in the province's music history. The CD/DVD set documents the rock 'n' roll and doo-wop groups from 1959-79. Originally intended only to be donated to the provincial and MUN archives, Three Blind Mice Music released the three-hour box set to the public last December after repeated requests.

"It's a part of music history that's never been properly documented," says producer Greg Dodd (also a technician/associate producer with CBC's "Radio Noon"). "The project was the brainchild of three musicians who had a love and desire to make sure that the provinces early rock and roll originators are never forgotten. We'll be passing on soon, so we just wanted to get this database of information out there. People started to hear about it and the demand got so overwhelming we decided to make it commercially available."

True to their cause, the proceeds will be set up in the future to go towards a

scholarship fund or to a fund for physically challenged students. Quite a bit has been raised already - Dodd recently found out the collection is the No. 1 selling DVD and No. 2 selling CD at Fred's Records. Soon, CD Plus and HMV will be carrying it as well. When the partners initially approached music vendors about selling the package, the shop owners offered to cover the costs until expenses were met.

As well as this help and success, the website has been receiving a nice few orders from around Canada, too. On top of all that, Downhome Magazine climbed on board to help distribute it, and talks about a book and reunion show are happening.

"The ground swell for a reunion concert has come from the musicians themselves," comments Dodd. "It's very preliminary at this point but every day someone mentions it and offers help to make it happen. We're slowly getting organized from the success of the DVD/CD, so who knows."

As to why the concert would be relevant, he feels the audience was huge for it then, and it'll be huge now.

**Borealis in its heyday.** - Submitted photo.

"Every generation believes the music they grew up with was the best music," he says. "Rock 'n' roll music is 'feel good' music and fortunately it's the music of the baby boomer, the biggest demographic ever... so that makes it relevant any time."

The response has certainly proved as much, and Dodd is happy to share a few stories.

"People have been really grateful to see it. My sister has seen it and squealed when she saw one of the bands. She had a crush on one of the guys way back when," he laughs. "Another guy told me how he had never gotten to take photographs of the bands back then, so now he has something to show his kids."

Perhaps the most warming part of this story is the amount of support offered by the community.

"The support we received from musicians, friends and strangers who provided us with information was staggering," Dodd remarks. "All access was given

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with a heart and a half. Some local music store owners who are also musicians allowed us free space in their stores to sell our product. They told us they believed in the project and it was long overdue."

The team would like to thank Reid's Music, St. John's Music Centre, Music City and the Canadian Tire on Elizabeth Avenue for their support. And, not to turn this into an awards speech, but Dodd has even more appreciation to give.

"We have received e-mails, phone calls and been stopped in the street by people who want to thank us for bringing back so many good memories and for helping to keep the memories of that era alive. We are literally blown away."

The set can be purchased at several St. John's music shops or online at [www.nl-rocknrollarchive.com](http://www.nl-rocknrollarchive.com).