



CHRIS BEARD

Prince of Blues

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Chris Beard
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Chris Beard joins the leaders of the newest generation poised to take music into the next century. Beard was born into the Blues of Rochester, New York on August 29, 1957 as son of blues guitarist Joe Beard, who is just now receiving recognition as a recording artist. Chris grew up surrounded by blues players and the music. Naturally there were many greats passing through the house as they came to town to do shows with Joe and his band. Buddy Guy and Matt Murphy are just two of the many ace guitarists Chris remembers from those early days.

Chris Picked up the guitar at age five and there was no looking back. The first tune he could pick out was "Green Onions", which is appropriate as that funky mix of blues and instrumental panache that characterizes so much of his style today. At age 15, Beard was working steadily with an established R&B band, now known as national recording artists, CAMEO. Invited to go on the road, mom said no, he had to finish school. After years of working as a sideman in local bands and with his father, Chris took the big step of fronting his own group and setting out to

establish himself as a serious modern Blues artist. With songwriting influences acknowledged such as Luther Allison, Albert King, Buddy Guy and Johnny "guitar" Watson, this young man has also carved out an identity for himself as a talented writer.

In June of 1998, Beard released his first CD "Barwalkin", which earned him a 1998 nomination for the W.C. Handy Award, "Best New Blues Artist", the Oscar of the blues world. In 1999 he won the Muddy Waters Award by Blues Beat Magazine, "New Talent of the Year". Chris Beard's warm soulful voice was ideally suited to his material and the songs were written by Chris and steeped in the Blues tradition, but with a nice new contemporary edge. Producing this CD for Chris was recording artist Johnny Rawls, a Soul/Blues veteran and former O. V. Wright Bandleader that brought in the sweet southern soul and deep blues grooves to this project.

His next release in 2001, "Born to Play the Blues", Chris produced himself and showcases his own feeling for the blues. His powerful and passionate vocals, punctuated by his talent for strong, clean guitar lines, result in a sound that is emotionally charged and impeccably played.

Chris Beard's third CD, "Live Wire", also produced by Chris, is scheduled for release in 2004. A compilation of two "live" performances in Grand Rapids, MI and Chicago, IL which contains new songs and bonus studio tracks. This disc exhibits, without doubt, Chris' extraordinary talent as a musician and contemporary blues artist. His absolute stage presence and showmanship come through to take you there in the listening. This CD seals Beard's place in the top rank of the young bluesmen for the future.