

FOR THE FANS, BY THE FANS

GREAT WHITE UTILIZES FANBASE FOR LATEST VIDEO

“Our fans mean everything to us. This is for them. They always keep things positive and embrace our music.”

-GREAT WHITE

Los Angeles, Calif.: GREAT WHITE took a different approach for their video “Shotgun Willie’s.” More specifically, they let their audience helm the director’s chair. Filmed over the course of March’s Monsters of Rock Cruise, where GREAT WHITE headlined the floating rock festival, the video encapsulates the vessel’s high energy and the five-piece band’s bond.

The link to the video is found on the band's website www.GreatWhiteRocks.com and on YouTube at http://youtu.be/c_zh6jsFBd4

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“Shotgun Willie’s,” the fourth single off of *Elation* (Frontiers Records), is currently climbing the classic rock radio chart. GREAT WHITE announced via its website and social networking pages they would be utilizing fan driven video to create the video.

“We discovered after looking at the footage that not only do we look like we are having a blast,” guitarist Michael Lardie said. “But that our fans connected to our music in ways that we can’t always see from the stage under the lights. Some of the video is very much a party atmosphere, but this is also a video scrapbook of people that have never stopped loving our music and continue to be a part of the GREAT WHITE family.”

GREAT WHITE gives special thanks to all the fans that participated and contributed. They would like to give additional recognition to Harlan Hendrickson, Brigitte Olender, Juan Martin Aboud, Karl Wickman, Angie Perkins, Chris Parker, Dave Stabley, Lee Russell, Raoul Pacino, Larry Morand, Olga and Phillip The Shark and Lucky Keller. The video was edited by Keith “Mud Shark” Roberts.

GREAT WHITE is: founder and lead guitarist, Mark Kendall, Michael Lardie, Audie Desbrow

FOR IMMEDIATE RELEASE

Written by Povohost - Last Updated Tuesday, 07 May 2013 09:24

(drums), Scott Snyder (bass) and lead singer, Terry Ilous. Visit GreatWhiteRocks.com.

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