

# THE BIG BLEND!

...your audio visual variety magazine



## Kim Cameron

### Lead Singer/Songwriter - Side FX

Side FX offers an eclectic blend of pop, rock and jazz into a smooth, groovy listening experience. Think Carly Simon with an attitude. The group launched their first album, *Contradictions* in September 2008. Combining a fresh, genre-shifting sound with inspired and deeply personal lyrics, every song in the album is wrapped around a personal experience of lead singer/songwriter, Kim Cameron. Gaining popularity quickly throughout the Washington, D.C., and Baltimore, MD area, Side FX offers an alternative sound that is all their own.



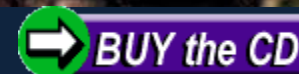
Lead singer Kim Cameron spent the last twenty years working her way up the corporate ladder but there was always something missing in her life.

When her brother-in-law was diagnosed with cancer in 2007, she finally had that extra motivation she needed to realize how much she would regret not chasing her dreams. So Kim teamed up with a few Iranian transplants and a D.C. native struggling to rise above a poverty stricken neighborhood. And Side FX was born.

The band quickly began expanding their basement jamming sessions to local restaurants, benefits and venues. For Kim, writing songs became a positive outlet for expressing how much her brother-in-law had made an impact on her life. "My goal with writing and singing is to help take people away from a frustrating day or sad place and bring them back home – and home is not a location, but rather a place that you can feel grounded and safe," says Kim.

The album name *Contradictions* carries hidden meanings. It represents the clash between the upbeat sounds and the lyrical content and the album's lack of a fixed genre. For Kim, the true contradiction is: "What you see is not always what you get. Inside all of us are some hidden truths or talents that are often overlooked."

A gift for storytelling makes each song by Kim Cameron an unraveling tale that effortlessly connects the listener with the music. Her lyrics speak to life's journey, exploring emotional relationships and drawing strength from life experiences. The songs reveal a surprising depth—from lyrics about disillusioned troops ("My Hero"), to the temptations of a budding romance ("Come a Little Closer"), to an intimate portrait of a trapped woman who would "rather hide under MySpace eyes" ("Her Escape"). Kim Cameron gives the album a get-up-and- dance spirit with a seductive twist. Her sultry alto notes blend seamlessly among the electric guitar riffs and the saxophone solos.



[Kim Cameron on Blend Radio](#)

Kim will be a featured guest on Champagne Sundays radio on Sunday, Mar. 8, 2009