



Friday Fives: Side FX

By [LinLori](#) on July 16, 2010

Side FX has this certain sound about them that transcends any previous notions you might have had about alt pop. **There's an incredible blend of genres that would probably defy any type of structure you'd try to put around the group.** And that's exactly where their beauty lies – there's something for everyone and you can feel all the love in every song.



Lead singer and songwriter, Kim Cameron, certainly has a lot to write about, having jumped the corporate ship for the life of a musician. I'm so honored she took some time out to answer five questions for this week's edition. Check it out!

1) What has been the deciding factor in your musical sound and direction?

We wanted to create a sound that was a mixture of colors. **I wanted people to hear reds and yellows on one song and then blues and grays on another.** We all listen to a variety of artists and genre's and I wanted to make sure that we kept the listener engaged after the first two songs. It's a real challenge, but as a new fan once told me, "I wanted to leave but your songs kept holding me back. I just could not stand to miss one." That was the best compliment I've ever received.

2) How did the concept for the It's Your Turn Tour get started?

- We all get busy with everyday life and activities. It becomes easy to get into a routine to a point where you are afraid to break out of the norm and try something different. Since I completely broke out of my routine and joined the ranks of musicians, I found that my creativity and individuality has evolved. **I wanted people to believe that it was their turn now, to do something extraordinary—maybe not for themselves, but for others.**

3) Any particularly interesting experiences you've had while on the road touring?

- YES. I believe that always happens. When you tour, you really become part of the culture of whatever city you are performing in. You meet interesting people with stories, stories that need to be told. **Of course, you have the tear-jerking moments—like when we were in Atlanta and met a world war II vet who carried my poster in her wheel chair for me to sign, to the times where you step into a hotel that is so ridden with creatures that sleeping in a van is better than stepping foot into a hotel room.**

4) Free shows for veterans = absolutely amazing in my book. What made you decide to start that?

- One thing people forget is no matter how old someone is, they still enjoy the same things that young people enjoy. **We overlook the older crowds because we believe they want to sit in their rooms and sleep. I challenge them to come to the VA Medical Centers and spend just one hour with any of the Veterans.** They love music and the really love Rock music! They are the best audience to perform to

and it's a rewarding experience. I have always had a soft spot for our military and was approached by the VA to be on their TV network. The concept grew from that point on and it's been truly amazing.

5) If you had to compare yourself to a certain type of wine – what would it be and why?

- **Chardonnay – especially oak-barreled California.** It's light, buttery and reminds me of summertime. Summertime is my favorite time of year without a doubt.

You can catch up with Kim and Side FX on [their website](#), [MySpace](#), [Facebook](#), and check out the album on [iTunes](#)!