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## **Billboard Top 40 Artist Side FX Shows Style & Evolution with New Double Single and Mash-up**

DC Based Band Solidifies Dance Hit Maker Title With New Singles

Los Angeles, CA – One of the hottest acts in music today is dance/pop sensation Side FX and they are about to blow up the dance charts once again with the release of a double single and

mash-up music video for “A Little Bit in Love” and “Not Into You.” With each power-packed single released, the band continues to evolve and break genre barriers. The two high-energy and club-worthy singles are made for dance floors and will have music lovers wanting more. Having such a widespread fan base already, Side FX is making all the right moves to become the iconic band they were meant to be. Side FX has also conquered the social media worlds and are so connected with fans that their YouTube viewership had surpassed 2.8 million.

The leading lady of the D.C. based band, singer-songwriter Kim Cameron quit her job working in the IT industry to focus on what truly made her happy – making music. After starting up the band, their 2008 debut album *Contradictions* was an instant fan and DJ favorite and earned the band spins on multiple radio stations across the country. As music bloggers and critics sung their praises, Side FX continued to shine, which eventually lead to American Airlines picking up three singles for their in-flight radio and a sold out show at the legendary Blues Alley night club. Their second installment *Turning Point* donned stellar production from hit making producers of No Doubt, Garbage and Britney Spears and even snagged a position on the College Music Journal charts. As the band experimented with their sound, they made rounds performing across the country at music venues, being featured on radio shows and doing magazine interviews. The release of their third album *The Blond Side*, produced by Richie Cannata (Billy Joel, Jennifer Lopez, Celine Dion) leaned more toward the mainstream genre. It was the group’s first breakout commercial radio record and charted on Mediabase at #103 on the Top 40 Chart. Riding the wave of success, Side FX picked up a major distribution deal and landed a spot on the Billboard Top 40 with the romantic club-rocker “A Dance.” In 2012, the seasoned performers proved they could challenge themselves to make another hit and film the video for the single “3 Seconds.” The video went viral on YouTube and garnered over a million views, which in turn got them a management and agency contracts.

Considered as Pop’s Fresh Edge, Side FX is definitely living up to their name with all their accolades. After embarking on an exciting international tour and receiving the Album of the Year award from the Universal Conquest Awards and Best Live Performance at the Akademia Awards, Cameron and the gang are back to collect gold. Produced by John Depatie, the new single “A Little Bit in Love” is carried by the airy and sensual tone of Cameron, who carefully caresses the pulsating dance beat with catchy melodies and harmonies. Shedding light to a more vulnerable side of the band, the lyrics of the song takes on the relatable nature of Cameron’s story-telling writing style. The second cut “Not Into You,” produced by Enoch Jensen, is a pleasant departure and contrary from the first single as it speaks to the feeling of not pursuing someone. The single is driven by huge synth musicality but still keeps a head-bopping beat that compliments Cameron’s angelic voice. The mash-up music video, directed by RedZone, features a dance scene and stars actor Brandon Ruckdashel (Showtime’s Co-ed



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Confidential) and dance star Rania Jaziri alongside Cameron as she performs the song. With the colorful imagination of Cameron, the visual is sure to be an eye-catcher.

In the meantime, Side FX is cooking up a plan for dance world domination and being four albums in, they are pretty close. The double single EP, Still Spinning is now available on iTunes. Learn more about Side FX by visiting [www.SideFXMusic.com](http://www.SideFXMusic.com). --

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