



FOR IMMEDIATE RELEASE

July 10, 2008

Michael Traum

775-356-3352

Public Relations Manager

[Press Release E-mail](#)

THREE BIG BANDS ARE 'ROCKIN' THE COLONIES' FOR ONLY \$30 AT JOHN ASCUAGA'S NUGGET

Sparks/Reno, Nev. – The Alarm, the Fixx and the English Beat. Three big bands together for one big show. See all three in "Rockin' The Colonies," Saturday, July 26 - a \$30 general admission show in the Rose Ballroom at John Ascuaga's Nugget.

With idealistic spirit, a powerhouse live show, and bigger than big hair, the Alarm were part of an early- '80s wave of bands (the Call, Big Country, and the Waterboys among them) who dealt in soaring anthems inspired by the righteous idealism of punk. Clearly influenced by the impassioned political fervor of the Clash, the Alarm also worked in a mostly acoustic, folk-punk vein that provided a counterpoint to their hard-driving guitar rockers. Their stage look was unquestionably a product of the '80s, with enormous spiked-up hair accompanying a cowboy/old-time cavalry wardrobe. It served them well, with more than 5 million sales worldwide and 16 Top-50 UK singles.

A London-based new wave group that managed to sustain a successful career in America for several years in the mid-'80s, the Fixx always flirted with the mainstream with their catchy, keyboard-driven pop. Reach the Beach, released in 1983, established them as a hit-making force in the U.S. The terse, pulsating "One Thing Leads to Another" became a number four hit, sending the album into the Top Ten. Reach the Beach would go platinum by the end of the year, launching two more Top 40 singles — "Saved by Zero" and "Sign of Fire."

The English Beat (known simply as The Beat in the UK) was formed in the English city of Birmingham in 1978, during a period of high unemployment and social-political upheaval in the UK. The Beat's songs deal with themes of love, unity and socio-politics over a tight dance beat with influences that include pop, soul, reggae, and punk. The Beat was part of the revival of 1950's and 1960's Jamaican ska rhythms and melodies in the UK. This revival, which is often called the "Second Wave" of ska, blended elements of Jamaican ska with punk rock influences such as uncompromising lyrics, more aggressive guitar playing, and faster tempos. The "Second Wave" of ska is also referred to as the "Two Tone" era of ska, a reference to the 2-Tone record label and to the pro-racial integration beliefs held by ska bands of this era. The Beat released three albums: I Just Can't Stop It (1980), Wha'ppen (1981) and Special Beat

(more)

Service (1982), and a string of well-crafted singles including "Mirror in the Bathroom", "Stand Down Margaret," "Too Nice To Talk To", and "Hands off She's Mine".

"Rockin' the Colonies" plays one night only, Saturday, July 26 at 8 p.m. in the Rose Ballroom. All tickets are \$30 general admission and are available by calling (800) 648-1177 or (775) 356-3300 or by visiting janugget.com. Dinner and show packages are available. "Do the Nugget Tonight!"