



Elvis White Coming On Strong

By Walter Greene

CARIB ARTS & ENTERTAINMENT



Elvis White principals are: left to right: Elvis White, Shekera Wheatley and Toro

Elvis White is the Caribbean band that is creating a major buzz in the US market. Originally from the British Virgin Islands, the six man band feature leader Elvis, with side kick rapper/singer Toro as the key vocalists, along with Shekera Wheatley who is dubbed "The First Lady" of Elvis White, holding down both lead vocals and the female rap lead of the band. These three powerhouses are aided and abetted by the freshest Caribbean band currently, with all of these elements grooving together, Elvis White has emerged as the 'it' band of the year. They are sizzling hot and on fire, moving through with a world class performance that has impressed some of the biggest names in the show business arena.

Caribbean leading vocalist Wycleff Jean, said of Elvis White, "America is opening up to Caribbean music more than it has ever done. And watching this feels like the Elvis Movement. It's like Elvis is the Godfather and these are all his kids," Sir Richard Branson of Virgin Atlantic fame said of Elvis White "One of the true musical gems of the Caribbean." When he first them perform at his Necker Island resort on Virgin Gorda in the British Virgin Islands he flew them to England to perform at his big Virgin Mega party before some 60,000 guests. Elvis White has opened for The Fugees 2005 European tour, rocking audiences in France, Belgium, Germany and Switzerland for audiences of over 10,000 a night. Elvis White has also opened for Keith Sweat on the 2005 Summer Sweat Tour and for Maze, featuring Frankie Beverly on the R&B Island Jam. In October 2005 Elvis White ran home with the "Best Live Band" award at the popular Miami Carnival and left the audience begging for more at the celebrity studded Hollywood Diversity Awards held in Los Angeles last November.

Elvis White is set to release their long awaited CD titled 'Promise' on Atlanta based 17.20 Records. The first single 'I Promise You' featuring Akon is already getting ample US air play, setting the tone for their 2006 Summer tour. After a successful stint at the world's biggest party: Trinidad Carnival the band hosted a listening party at New York's legendary Negril Village Reggae Lounge. Elvis White premiered their debut video to rave reviews, as the steamy audience only got a little taste of the mega-talents of this phenomenal Caribbean band.

"As the creator and founder of Virgin Records, I am honored to write on behalf of the band, Elvis White," said Sir Richard Branson. "For many years they've been delighting guests at my private resort in the BVI, Necker Island. Elvis and his band truly know how to electrify a crowd, as they proved while performing for my Virgin Companies in London. Although Soca music is new to the industry, I believe Elvis White has what it takes to succeed, and will make a name for themselves in the industry...The world is about to experience one of the true musical gems of the Caribbean."

Elvis White grew up on the small village of KinSale in Montserrat, the same village that soca legend, The Mighty Arrow ('Feeling Hot Hot Hot') lived. He was named after his mother's favorite entertainer, Elvis Presley. He used to sneak out at night to take in the local music scene on Montserrat. Arrow invited him to join him on the road as his opening act. That was his first professional venture off the island and his first big break. Elvis recalls; "I admired the way Arrow used to turn the crowd on. He a great personality, he commanded the stage, interacted with the crowd and got the party rocking, waving and winding...he was a truly a great performer."

A chance meeting with 17.20 Records President/CEO Terry K. Johnson while working at the Virgin Gorda Airport in the British Virgin Islands started a 15 year-old friendship and a record deal with Johnson's company. Johnson recalled, "The moment I heard the band, I thought that they were the best live band I had ever seen. Elvis himself is the real thing; he has a pure soul and the most distinctive voice I have ever heard. The band's name, Elvis White, and the music is a reflection of his persona; it uplifts, it inspires...it just makes you want to move. I have great faith in Elvis, and in Elvis White, as well as great faith that's God's hand is at work."