

Johnny Hickman

Palmhenge

Street Date: April 19, 2005

The debut solo release from CRACKER co-founder and co-writer.

Hickman co-founded Cracker in the early 90s and co-wrote all their radio hits. Known as the “twangy” half of Cracker and a purveyor of commercially unforgettable guitar riffs, Hickman is an innovator of Southern Gothic rock ... an Americana/ Alt-rock godfather. Alt-country artist Teddy Morgan co-produced with Hickman, yielding a record with roots authenticity and yet, great breadth of content.

This first solo release, *Palmhenge*, emphasizes both the serious and humorous sides of his songwriting, and of course, Hickman’s trademark instrumentation. “The Great Decline” bursts forth, with guitars roaring, as a political roots rock anthem. “Lucky” puts a contemplative spin on boy-loses-girl, and the redneck humor of “Friends” is sure to fill the house with drunken guffaws whenever it is played live. Fans who resonate with Hickman’s melancholy side will love “Father Winter” and the haunting “Little Tom.” Closing the album, the bi-polar opposite of Hickman’s dark side, the hippie-joyful singalong, “Right Where You Belong”. Classifiable somewhere between alternative-country, indie-rock, and modern folk, *Palmhenge* is desert-Americana; it is a cold beer in the hand of the enlightened middle class.

PEER REVIEWED “Listening to his great debut only confirms what I have long suspected. Johnny is a fine frontman and stellar songwriter as well as great guitarist.” (Patterson Hood, Drive By Truckers). “Authentic, soulful rock & roll songwriting” (Roger Clyne, Peacemakers, Refreshments). “I realized that Johnny's one of those guys, that everything he does, is just a pleasure to be around. ... It comes as no surprise, that this album is such a pleasure to be around. Great singing, great guitar playing, great songwriting. What's not to like? It's Johnny Hickman Dammit! Go Johnny, GO!!!” (Brian Henneman, Bottle Rockets).

TOURING:

In 2005 Hickman will be promoting this record at select shows on the road with CRACKER
www.crackersoul.com

Also exclusively promoting *Palmhenge* at his solo acoustic shows as well as backed by his own trio, and at times by Seattle’s acclaimed Radio Nationals.
www.johnnyhickman.com

Hickman is also booking opening slots with major-market Americana bands.

KEY MARKETS:

Los Angeles, Atlanta, Chicago, New York, Richmond, Denver, Seattle, Phoenix.



MARKETING:/PROMOTION

Retail co-op budget, promotions, and in-store promos available through Redeye.

Americana radio campaign focus starting 4/05, also AAA and college.

Print ads in No Depression, Harp, and more.

PUBLICITY:

Barbara Mitchell
Deluxe Media
206-634-0345

cocktailhr@aol.com

Additional publicity/promotions by

Two Ravens Promotion

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