

THE WORD IS OUT! HERE IS THE ANNOUNCEMENT THAT RODS FANS HAVE BEEN WAITING FOR!

FROM: STEAMHAMMER / SPV

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## THE RODS

- Legendary Metal band signs worldwide deal with Steamhammer/SPV -

- New album out in 2017 -

The new year is off to an awesome start – with Steamhammer/SPV having signed the legendary metal band THE RODS! The group consists of original members David "Rock" Feinstein (guitar, vocals), Carl Canedy (drums) and Garry Bordonaro (bass). THE RODS have always delivered a classic brand of metal and hard rock with strong influences that date back to the 1970s.

Drummer Carl Canedy says: *"The 3rd time's a charm!" After two unsuccessful attempts, to work with Olly Hahn and Steamhammer/SPV, it's finally happening. The Rods have signed a worldwide deal for their brand new album "Louder Than Loud". This album, in my opinion, has some of the strongest Rods material in years. The title says it all!"*

Olly Hahn, A&R and International Product Manager at Steamhammer/SPV, is thrilled: *"I remember when I saw an ad for the album "Wild Dogs" in a German magazine back in 1982. I immediately had to have the album although I had no idea what I could expect music-wise. The cover was so awesome and when I put the album on my turntable I was blown away. Now 35 years later it's fantastic to say the following sentence: We're proud and happy to welcome THE RODS to our big Steamhammer family!"*

THE RODS are a classic heavy metal trio that rocked their way through the 80's with classic albums like "The Rods", "Wild Dogs" and "In The Raw" with a powerful, raw energy that led them on tours with some of today's greatest metal bands - Judas Priest, Iron Maiden and Metallica, to name just a few.

The new album "**Louder Than Loud**" is scheduled to be released later in 2017, followed by many live shows and festivals.....stay tuned for more info coming within the next weeks.

### SEE THE RODS live in 2017:

- Jul. 21 - Cortland, NY - Main Street Music Series
- Aug 18-20 - Las Vegas, NV - Psycho Las Vegas Festival @ Hard Rock Hotel  
*(More dates will be added)*

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<http://www.therods.com/>  
<http://www.spv.de>

<https://de-de.facebook.com/RodsFanPage/>  
<https://www.facebook.com/steamhammerofficial/>

