



## MATT MAYS

*"I think if a song has meaning and is played with heart it can be done in a million different styles, tempos, time signatures, and colours." - Matt Mays, 2018*

A year after the release of **Once Upon a Hell of a Time...**, **Matt Mays** returns with that record's companion piece: **Twice Upon a Hell of a Time....** An acoustic re-imagining of the songs from the rock record, the tracks are presented in stark, stripped-down contrast to its predecessors.

"Once Upon a Hell of a Time... is a Saturday night record," says Matt. "This version is for the hangover on Sunday."

Re-contextualizing the songs offers a new window into the lyrics. What he once described as a "party-rock record for the brokenhearted" transforms into a reflective and beautiful dive into false escapism, grief, love, and loss. *"The stripped-down record lends clarity and depth to his already nuanced lyrics, revealing a deep thinker who seeks honesty in his craft, and in life."* - Beatroute

The recording came amidst a particularly busy time for Matt Mays. During a period when he headlined his first **Massey Hall** concert and supported sold out shows with **The Gaslight Anthem** all over North America, Matt teamed up with co-producer Eric Ratz to record at studios around Toronto between touring commitments.

**Twice Upon a Hell of a Time...** was originally conceived as a straight-up solo interpretation, similar to the [iTunes Session](#) recorded with Ratz in 2011. As the songs took shape, however, Matt decided to incorporate extra vocals and instrumentation. Tapping musicians **Aaron Goldstein (Daniel Romano, Lee Harvey Osmond)** on pedal steel, **Anthony Carone (Arkells)** on piano, and guest singers **Andrew Rodriguez, Kate Dyke, and Melissa Payne**, the album's arrangements are lush and large without straying from the 'unplugged' vibe he sought from the outset.

Lead track "**Ola Volo**" is inspired by a Vancouver-based mural artist of the same name who also created the original album art for both records. "Her paintings and drawings all have a theme that I picked up on," says Matt. "There's a lot of nature. To me, it's from another dimension, a very curious dimension that draws me in. Her pieces are very edgy and real-life at the same time. I had this feeling that I'd like to be in one of her paintings, to live in that world that she's created."

**Twice Upon a Hell of a Time...** is available now on double vinyl, CD, and digitally. Look for **Dark Promises Tour** dates in support of the album in 2019.

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After departing seminal alt-country collective The Guthries back in 2002, Matt Mays alternated between solo projects (his self-titled debut, the unfinished film soundtrack **...When the Angels Make Contact**) and band projects (the eponymous **Matt Mays & El Torpedo** record and 2008's **Terminal Romance**). Following the dissolution of Matt Mays & El Torpedo in 2009, Matt released **Coyote** in 2012 to much acclaim, including a **JUNO Award** win for **Rock Album of the Year**. For photos and press contacts please visit [www.seg.ca/mattmays](http://www.seg.ca/mattmays).