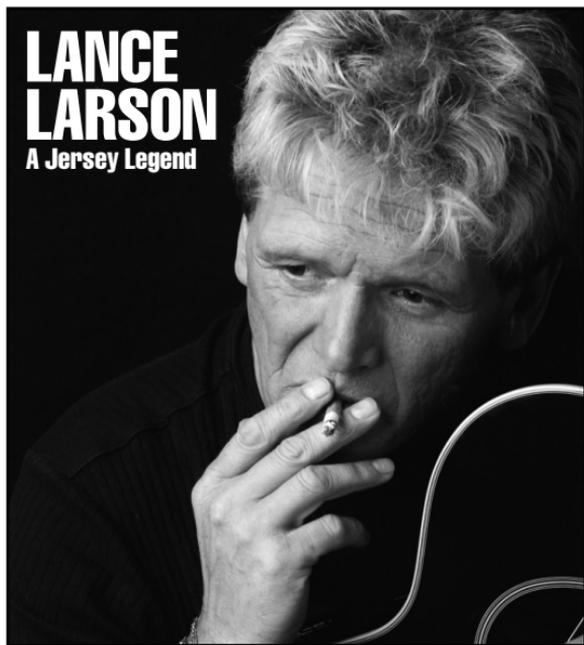


LANCE LARSON

A Jersey Legend



When you think of the Jersey shore music scene, you naturally think of Bruce Springsteen. And you can add in Jon Bon Jovi, Southside Johnny, and a few others that have hit the national stage. But one of the true legends of the shore, and one who played a part in developing the sound that became synonymous with New Jersey, isn't so well known, but a new project he's working on may change that.

Lance Larson is a contemporary of Jersey rock royalty. That's his hat Bruce has on the cover of the *Born In The USA* album. It was with him that Tico Torres of Bon Jovi cut some of his teeth. "I have been so fortunate to have been a part of the music in Asbury Park, New Jersey," he relates. "In this town, there are a brethren, or brotherhood, of phenomenal musicians who have always been willing to help out one another. When I reached out to Jon Bon Jovi there was absolutely no hesitation. He said, 'Come on, let's do this.' I mean, Jon, even with all of his success, has always supported the local guys. I love him for that. That goes for all of the musicians who helped out, like Bobby Bandiera, Garry Tallent, Jimmy Leahy and Jack Scarangella. All of these guys support the locals. Even my friend Buddy Cage, probably the best steel pedal guitar player ever, who has his own Sirius radio show, and was set to tour with New Riders Of The Purple Sage, made time to come down. That's a true friend."

Lance's project is something that's near and dear to his heart. "The idea for 'Song For The Soldier' was

born out of a promise I made to my now deceased father who was a former Marine, served in the Pacific and received the Purple Heart," he explains. "Before he passed away, he asked me to write a song about the soldier. He was a huge advocate for the soldiers in all wars and was concerned that they should have been afforded greater respect."

A unique concept for the song came at the suggestion of friend and former army officer, Tim Feeney. "He said that this song would really resonate with all military service members and vets," says Lance. "He threw out the idea to me to consider allowing members of the military and veterans to download the song from the Internet for free as a tribute. I thought it was a great idea because it was a way that I could pay my respect for the soldier who made the tough sacrifices for our country. We set up a website: www.songforthesoldier.com/downloads for former and current service members to download the song."

What happened next exceeded Lance's expectations. "The response has been pretty amazing," he exclaims. "We have received visits to the website from 33 countries and electronic downloads from service members stationed in the US and abroad on bases in the Middle East, Europe and Far East Asia."

There are plans to take the show on the road in the near future. "Right now we are setting up shows and benefits locally and in the New York area," says Lance. "We have also reached out to local military bases through the

moral welfare and recreation services to put on shows for the military and nationally and internationally through the Armed Forces Entertainment network. We also have plans to perform again down at the Hard Rock Casino in Florida with the help of my friend Pat Sciafino from the Wonder Bar in Asbury Park, who is lining up dates as we speak. We'll start posting shows on our website as soon as dates are confirmed. I can't wait."

The band Lance travels with is a group with local roots. "I was lucky to have the band members from Days Awake," he adds. "Sarah, Jay, Jeremy, Eric and Dominic have been backing me up for all of my live shows. The band had gone their separate ways but got back together to support my project and do the live shows. They are easily the hardest working musicians that I have ever played with. Every time we play together they put a fire under my ass and I forget about age and how long I've been doing this and realize that I'm having fun again."

With such a long and storied history in the music world, Lance has quite a few great memories. "Years ago I fronted a band called Lord Gunner," he recalls. "I remember one night at The Stone Pony, Steve Tyler of Aerosmith, a really nice guy, was in the house and jumped up on stage with us. We sang together 'We Gotta Get Out Of This Place.' The place went nuts. Afterwards, Stevie said to me, 'How do you get your voice so gravelly?' I said back to him, 'I just smoke a lot!' It was a great night. Another time we were playing in West Virginia at an outdoor concert in front of about 15,000 people. My friend Bruce Springsteen let us take his road crew with us for the show. It sort of gave us all the feeling of what it's really like on the big stage. Another time I was opening up for Sly and the Family Stone, and Sly came up on stage and jammed with us on the B3. The funny thing is he ended up moving into my house, and didn't leave for a few weeks... but that is another story!"

For further information about Lance Larson and "Song For The Soldier," check out lancelarsonmusic.com or songforthesoldier.com