



For Immediate Release  
December 5, 2005

For More Information:  
Michelle Roche 706-353-3244  
michelle@michelleroche.com

### **GRETA GAINES TO RELEASE "CAN'T KILL THE FLAVOR" EP ON MARCH 21, 2006**

NEW YORK-On March 21, 2006, the New York based Big Air Records will release "Can't Kill the Flavor," the third effort from singer/songwriter, television personality and professional sportswoman, **GRETA GAINES**.

"Can't Kill the Flavor" is a collection of seven original songs in which Gaines combines southern acoustic melodies with electronic sounds and the beats of modern urban music, cultivating what she calls "hick-hop." Gaines produced the EP along with the help of the Pengwinz, which comprises Kareem Devlin and Shelby Shook (her younger brother).

Greta Gaines emerged in 1992 when she became the first Women's Extreme Snowboard Champion. She also began her singing career in Jackson Hole, Wyoming playing to drunken cowboys and lonely dog mushers, before relocating to Nashville. That same year she was signed to Giant Records by Irving Azoff.

In 1997, Greta co-hosted the Big Air Snowboard Competition on the first MTV Sports and Music Festival. Her song, "Mikey Likes It," was played throughout the broadcast. The exposure on MTV led to "FREERIDE with Greta Gaines," a half-hour show on the Oxygen Network; a program dedicated to lifestyle, music, extreme sports and the environment that ran for 3 years. Her recorded music and live performances were also featured on the show and on the network.

A change in upper management at Giant resulted in Greta's losing her deal before her debut was ever released. In 1999, Greta self-released her self-titled debut, culminated from the recordings for Giant, on her own label, Big Air Records. She followed it up with the 2003 release of It Was Hot.

In 1999, Greta played to Lillith Fair audiences. She was personally chosen by Alanis Morissette and Tori Amos through MP3.com to open the first 5 dates of their 5 1/2 weeks tour. She has also toured as the opening artist for both Sheryl Crow and Goo Goo Dolls. At Farm Aid 2003, she sat in with Willie Nelson, David Crosby and Neil Young. She also sang a stunning rendition of "Pink Houses" with John Mellencamp at the event that was broadcast on CMT.

Greta has been featured in countless newspapers and magazines including *Harper's Bazaar*, *NY Times*, *USA Today*, *Women's Sports and Fitness*, *Sports Illustrated For Women*, *Jane*, *Sports Afield* and *US Weekly*.

Her music has been featured in over a dozen movie soundtracks and scores, including "Topanga," directed by Carl Colpaert and "Justice," which premiered at the Tribeca Film Festival earlier this year. She is currently recording music for Ethan Hawke's newest directorial effort, "The Hottest State," due out in fall of 2006, as well as acting as a consultant on the film.

While gearing up for the release of the EP, Greta is continuing her duties as host on ESPN 2's "Basscenter" and "The New American Sportsman." Greta will tour in the spring of 2006 behind the new EP. During the late spring and summer of 2006, she will be competing in and commentating on the first ever women's pro-bass fishing tour for ESPN.

For more information, go to [www.gretagaines.com](http://www.gretagaines.com)

END