

Lawson Rollins' New Video And Single "Locomotion" Confirmed For May 30 Release

The YouTube Sensation with Over 6 Million Views Offers Up a Jaw-Dropping Video Showcasing His Inimitable Guitar Style.



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As Guitar World Magazine points out, "It's not often that a Latin jazz/flamenco/samba guitarist generates millions of views on YouTube with short instrumental pieces, but Lawson Rollins is used to defying expectations." After garnering over 6 million views on YouTube with his wildly popular videos "The Fire Cadenza" and "Santa Ana Wind," Lawson Rollins returns with the new video and single "Locomotion" - available on iTunes and everywhere online on 5/30/12. The appropriately titled "Locomotion" takes viewers on a musical roller-coaster ride, fueled by infectious rumba rhythms, Latin-infused melodies, and Rollins' uniquely intense brand of guitar pyrotechnics. The relentless pace and forward momentum of

the music is masterfully captured on camera by filmmaker Dean Yurke, a veteran visual effects whiz and digital artist at Lucasfilm's Industrial Light & Magic since 1997.

"Locomotion" elevates the intensity of Lawson's playing a notch higher from his previous work, which has brought him worldwide attention and led Guitar Player Magazine to declare in their February 2012 issue: "He possesses ungodly classical chops, with dazzling speed, uncanny accuracy, and a beautifully delicate touch."

Guitarists who have posted videos of themselves online trying their hand at playing "The Fire Cadenza" and "Santa Ana Wind" will be pleased to know that Lawson is also offering guitar tabs of "Locomotion" for those who wish to play along.

"Locomotion" follows on the success of Lawson's latest world-music release, "Elevation", an epic 74 minute album recorded in Nepal, Iran, and the U.S. featuring an eclectic ensemble of musicians from around the globe, including electric guitar legend Buckethead. "Elevation" spawned the top 25 Billboard single "Daybreak" and the second single "Santa Barbara Song" is now climbing the charts. Lawson will be hosting Sirius-XM's Watercolors channel 66 as a Celebrity Guest DJ on June 7th at noon (EST) and June 9th at 10am (EST)

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