

# PRESS RELEASE THIS MORNING CALL DEBUT

**November 23, 2009** UK electronic alternative pop producer This Morning Call – aka Ben Heyworth – releases a debut single on Substream on November 23rd 2009.

Tides, recorded both at home and in his Manchester studio, is the debut single from the multi-instrumentalist, the first single to be taken from his forthcoming CD album “All Quiet At 4AM”. Tides is available for digital download through most major networks, including iTunes, JunoDownload and Napster.

The release includes remixes from a raft of fiercely independent, international dance music producers - electro mixes from DJ Adler (Saint Pauli), Hakan Ludvigson (Substream), and the Canadian duo Supercycle, followed by a deep progressive mix from Joachim Brockers (Blue Cell/Peardiver) and finally an experimental, beautifully downtempo, leftfield mix from Chris Gavin.

“As the first single, Tides was an obvious choice,” explains Ben, “the vocal is immediate, tuneful, and a touch melancholic. It reminds me of windswept days in Northern seaside towns like Blackpool or Morecombe, people living their lives against grey skies and empty beaches, the tides sweeping in and dragging everything out to sea. I like the idea of using landscape as metaphor– it’s a theme that crops up across the album in various forms.”

Ben’s unusual rise to prominence via Sweden’s premiere electro-pop label Substream, taking in Germany’s minimalist techno explosion via Pearldiver Records, all off the back of a hugely successful website and MySpace page, is undoubtedly unusual, but is a testament to the independent spirit of Manchester’s music makers and the success of the internet as a global platform for UK artists.

“Most of my favourite artists have to strike out on their own” says Ben, “and especially in the downtempo pop / electronic arena. I feel a real affinity with artists that have been brought to prominence through labels such as Wall of Sound, Kitsune and Warp. For me, Europe seemed to be a natural first step. They embrace male vocalists and individualist producers with a leftfield dance music ethic”.



Instrumental B-side “Whistle” is another memorable tune. “I remember being at a party and the DJ played it. Since then, it seems to have been a bit of a favourite amongst fans. They always request it when we play intimate gigs!” explains Ben. “That tune was originally supposed to be a song but my friend Dave put this bass line down, and it just naturally grew into an instrumental from there. This method of collaborative working has served us well so far. And it’s impossibly catchy!”

Substream specialises in promoting dance and electronic pop to international DJs and run a number of specialist labels that cater for different dance genres. This Morning Call will be well served by a small label with an equally independent spirit.

[www.thismorningcall.com](http://www.thismorningcall.com) [www.myspace.com/thismorningcall](http://www.myspace.com/thismorningcall)



## SUBSTREAM

Substream is an indie-electro pop label from Gothenburg on the west coast of Sweden. Since our launch in 2005 Substream has released more than 30 albums and singles by artists such as Rubikon, Auto-Auto, Nun, Risqué, Vendetta and most recently This Morning Call.

[WWW.SUBSTREAM.SE](http://WWW.SUBSTREAM.SE)

## CONTACTS

**GENERAL** [info@substream.se](mailto:info@substream.se)  
+46 (0)733 101 808 (GMT+1)

**PRESS/PROMO REQUESTS**  
[press@substream.se](mailto:press@substream.se)

**DEMOS SUBMISSIONS**  
[demo@substream.se](mailto:demo@substream.se)

**ON MYSPACE**  
[Myspace.com/SubstreamSweden](http://Myspace.com/SubstreamSweden)