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Staff Reporter

For their second album, They Joys have channeled their softer side and produced an album that is both deep and reflective. With the theme of metamorphosis, the album *Unfold* was created to symbolize both the bands growth and change from a period in their lives that was once unruly and finally balanced. "The last couple of years have been tumultuous both for the band and in our personal lives, it has been a roller coaster of emotion, both good and bad and the new songs reflect that," said lead singer Sarah Smith.

The band came together as a whole and created songs reflective of the period of growth the band encountered since their last album nearly two and a half years ago. Marriages, births and the death of guitarist Mike McKyes' mother have all been marking events in the bands development.

With their first album, *Demolition Sessions*, a self-produced demo-live off of the floor album the band received a wide response from both the fans and the music industry. *Demolition Sessions* has received many awards in the last couple of years including Group of the Year 2007, at the London Music Awards, Best Rock Act, Jack Richardson Awards, 2008, at the London Music Awards, Best Female Fronted Band at the Toronto Indie Music Awards in 2008, Best Pop/Rock Act in 2004, 2005, 2006 and 2007 at the London Music Awards, have had their songs featured in the feature film *Cake* starring Heather Graham, and have licensed music to Sony Play Station 2 commercials.

The new album, *Unfold*, also the lead track, was written for Mike's mother. Smith's lyrics tell of Mike's mother's wish to become a butterfly and transcend her physical pain. These lyrics have inspired some of Smith's, "most mature set of lyrics to date". Added are the soft acoustic 'open-tuned' playing from McKye's and the song is both touching and forceful. The rest of the album is a mix between, "Janis Joplin and Journey," laughs Smith. The album has a rich, varied tapestry of sounds, from soft melodies to indie rock to a fierce live attack.

The Joys summer tour show the bands dedication to their music and their fans. Playing over 200 shows a year and performing live for a living. This years first annual Lakefest in Belle River, running from August 8th and 9th, features The Joys. "It's awesome, we feel really privileged to be one of the first bands at this festival," said smith. "We're gonna bring some rock 'n roll to the mix". "Our favorite type of music has a strong melody and honesty behind it," said Smith. "My favorite song to play is *Unfold*, you feel the raw emotion and gives you shivers, hopefully the crowd can feel our honesty too."

The Joys will be playing Lakefest on Friday, August 8th. Other featured bands scheduled to perform over the two day event are Honeymoon Suite, Destroyer, Michael White- A Led Zeppelin Tribute, 80's Inc., Night Ranger, Steall and April Wine. General admission, reserved seating and V.I.P seating tickets are available to purchase at both concerts online at www.lakefest.ca or at the ticket booth. Prices range from \$25 to \$60.