

# The Tribune

## Culture and Lifestyles

### The Joys headed to area

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The London, Ontario based rock band, The Joys is soon to visit our area. During their tour of the Maritimes, the band will play at the Inch Arran Ice Palace in Dalhousie as part of the Bom Ami festivities on July 31<sup>st</sup>, and will also make an appearance at Sugarloaf Park on August 13<sup>th</sup>, the Moto-Cross Bike weekend.

From Ottawa, where they played and participated in the Canada Day celebrations, The Joys lead guitarist, Mike McKyes, conducted a phone interview with The Tribune and gave us some interesting insight on their group.

“Four years ago I joined with POPJOY. They were doing something completely different and they were looking for a drummer; so they contacted my manager: It was when I saw Sarah, who is the lead singer of the band, that I wanted to join. I had the feeling that I knew her for a long time”, remembers McKyes.

“The formation was originally POPJOY, but since this name suggests that we are a pop band which is not really the case, a couple of friends and our manager encouraged us to change the name, so we are now The Joys”, he explained.

Going on tour is very beneficial because it gives a band much more domestic and international exposure. The Joys, for instance, have toured with artists such as Matthew Goode, K-OS and even Finger Eleven. Up until now this Canadian band has sold over 9,000 CDs independently. Their agent in New Brunswick, Mark Arsenault, was the one in charge of booking their upcoming tour. So far, The Joys have ten shows planned and afterwards they will head to Nova Scotia for a handful of other shows before returning to Ontario.

“We do not have specific expectations. We are just looking forward to doing our show. The good thing about tours is that if we are attracting people, it builds up and means that we are doing well”, adds McKyes.



L-R: Mike McKyes, Sarah Smith, Shawn Smith and “Archie” Gamble

McKyes knows that he and his band-mates are fortunate to make a living out of their hobby. Over the years he has learned the band’s success is directly related to the participation and dedication of each and every band member.

“In order to have a career and make a living making shows for people, we need to collectively become as successful as we can,” he explains. “Sure, sometimes we need to go our own separate ways, but we all enjoy the presence of each other and know that we depend on each other to pay rent or eat, so everybody contributes in their own way.”

The Joys were nominated for Entertainer of the Year at the 2004 Canadian Campus Entertainment Awards. Although they have been playing across Canada at Universities, McKyes claims that their energetic music attracts audiences of all ages.

“It amazes me how we can play in front of all kinds of audiences. I think it is the energy we create”, admits McKyes.

When asked what type of music we can expect The Joys to play here, McKyes describes the show as being melodic, powerful, and positive all at the same time. We’ll be sure to find out soon enough.