

Dr. Phillips LIFESTYLE

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SPECIAL ISSUE
Christopher



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Orlando's Hometown ROCKERS

By Josh Garrick | Photos by Christie McQueen Photography

With a new label and a new album, **Alter Bridge** is giving Orlando a new reason to be proud of the **O-Town** sound.



Hometown rockers and Windermere residents **Mark Tremonti**, **Scott Phillips** and **Brian Marshall** made history in the music industry as members of the rock band Creed—by selling over 30 million albums. Now, as part of the gold-certified rock group Alter Bridge, they are set to make music history all over again.

In 2004, the trio hired vocalist/writer **Myles Kennedy** and formed Alter Bridge—named after a symbolic bridge on Alter Road in Detroit, where Tremonti spent his early childhood. The bridge represents the crossover to many of life's unknowns, which rings true for the group's new venture.

They released their first album, *One Day Remains*, to great fan response as well as a Recording Industry Association of America gold-certification. Now these four musicians are back to break more industry records with a new vision, a new record label in Universal Republic Records and a new album that recently hit stores entitled *Blackbird*.

A STRONG VISION

"We're excited about beginning this chapter in our lives and careers," says Tremonti, a Grammy Award winning songwriter and guitarist. "Universal Republic is a perfect home for us, and we're excited that our fans will get to hear all the new songs we've been working on. I think this album is the best work we've ever done, and we can't wait to get back in front of our loyal fans this year and share it all live."

Universal Republic Records echoes that excitement. Monte Lipman, President of Universal Republic Records, says, "They're an incredible band with a strong vision that we share. When we met with the group, we knew instantly that these are the type of talented people we'd want to be in business with."

In August, Alter Bridge and Universal Republic Records made a statement to insiders that they were planning to take the airwaves by storm when the new album dropped in October. They invited sixty radio executives and retail buyers from around the country to Orlando for an exclusive preview party and private concert held at Tremonti's home in Windermere.

In addition to flying them in from around the country and putting them up in the appropriately themed Hard Rock Hotel, event planner Jamie O'Donnell created an evening to put Alter Bridge and their new album at the

forefront of guests' minds. "Having a themed event around the album's title *Blackbird* was important to making the right impact and supporting the album overall," she says.

A THEMED IMPACT

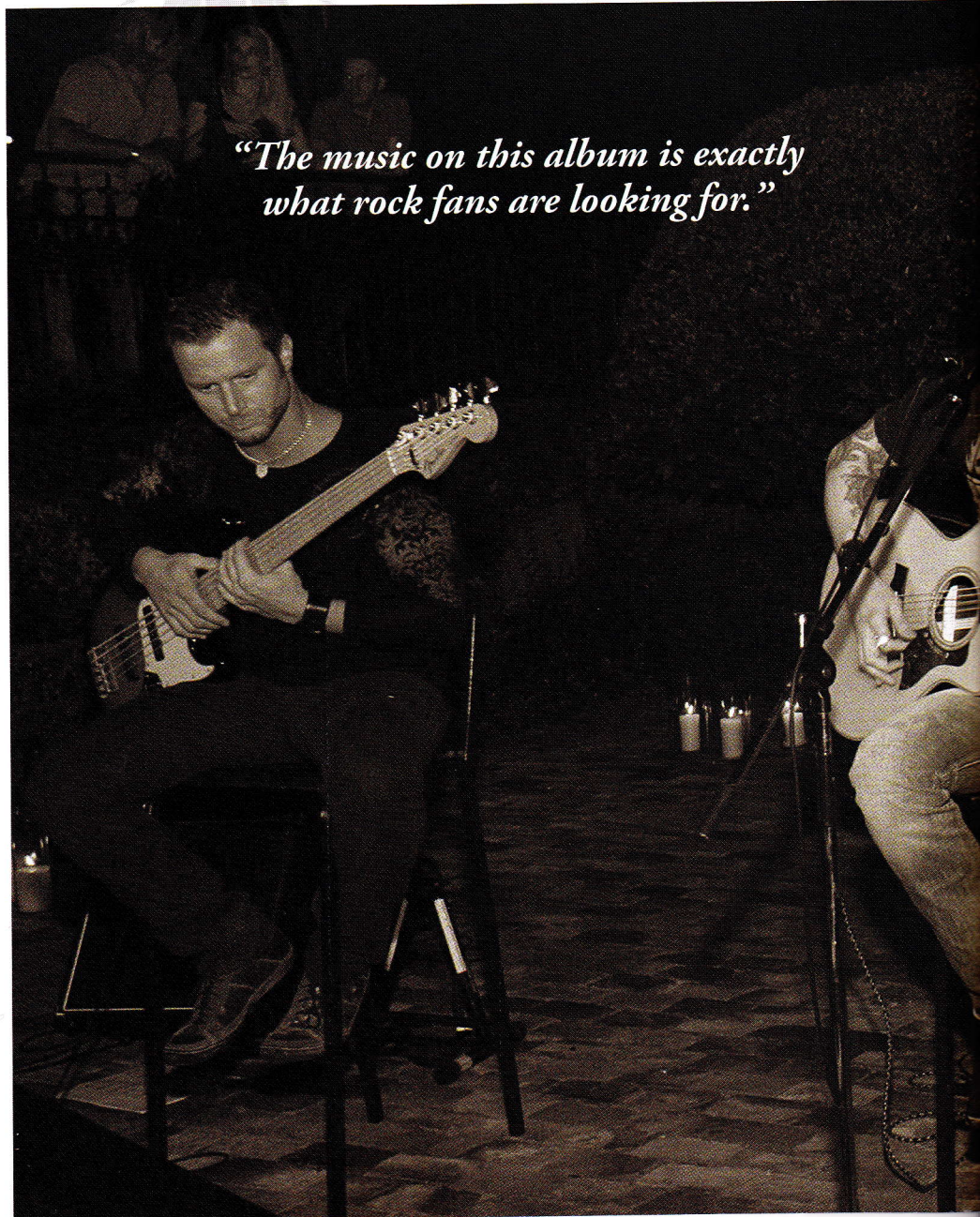
The event began at Hard Rock Hotel where guests received their exclusive backstage pass before boarding the Alter Bridge Tour Bus, which was playing the new *Blackbird* album with a DVD of the band performing on its video screens. Upon arrival at the Tremonti's home overlooking Lake Butler, guests were greeted with champagne and invited into the grand foyer to meet the band—under a custom-created tree that towered nearly 20 feet overhead with branches covered in red

roses and a flock of blackbirds perched on the boughs.

Rounding out the experience were an Alter Bridge casino featuring "Blackbird" Blackjack, a rock 'n roll inspired menu from Hard Rock Café and logo-engraved iPods. It was, however, the private acoustic concert set poolside that was the true highlight of the evening. Sitting only a few feet from the band as they performed offered guests a uniquely personal insight into the band's undeniable passion for their music.

"When I heard the level of talent involved and felt the commitment of the band in our conversations, it became clear to me that Alter Bridge has truly taken their art to higher ground," says Blake Patton from WJJO/Madison.

"The music on this album is exactly what rock fans are looking for."



NEW O-TOWN ROCKERS

Alter Bridge's first single, "Rise Today," was released on July 30, and was quickly added to rock radio play lists overnight. When the band hit the road in September to kick off their *Blackbird* tour, they were met with sold-out shows in both the U.S. and Europe.

"The music on this album is exactly what rock fans are looking for," says Kim Garner, VP of Marketing for Universal Republic Records.

If the immediate fan reception and response to *Blackbird* are an indication of what is yet to come, it seems that Alter Bridge is about to give Orlando a whole new reason to be proud that we once again have our very own hometown rockers.

Orlando's own Alter Bridge (AlterBridge.com) will be back performing at the Amway Arena at the end of November. The new album is available in stores and on iTunes. ■

Former Creed band members Brian Marshall on base, drummer Scott Phillips and guitarist Mark Tremonti joined with vocalist Myles Kennedy to form Alter Bridge.

