



ADRIAN SUTHERLAND

WHEN THE MAGIC HITS

DEBUT SOLO ALBUM

GENRE: [Americana/Roots/Rock](#)
LABEL: [Midnight Shine Music \(Self-Released\)](#)
RELEASE DATE: [September 17, 2021](#)
MAPL: [All Tracks](#)
PRODUCER (7 tracks): [Colin Linden](#)
PRODUCER (2 tracks): [Tim Vesely](#)

TRACK LIST:

1. [BIG CITY DREAMS](#) (4:53)
2. [PARANOIA](#) (4:19)
3. [MAGIC HITS](#) (4:10)
4. [ONCE THAT WAS YOU](#) (3:31)
5. [NOWHERE TO RUN](#) (3:31)
6. [SCARED](#) (3:31)
7. [RIGHT HERE](#) (3:21)
8. [WALK WITH ME](#) (4:36)
9. [MAKE ME BETTER](#) (4:49)

DIGITAL LINKS:

adriansutherlandmusic.com
youtube.com/attaboyadrian
twitter.com/attaboyadrian
instagram.com/attaboyadrian
facebook.com/attaboyadrian
tiktok.com/@attaboyadrian

Adrian Sutherland is a roots-rock recording artist with heart from Attawapiskat First Nation on the James Bay. He's a singer, songwriter, musician, writer, speaker, and advocate. He's a father of four, grandfather to five, a traditional knowledge keeper, and respected cultural leader, fluent in Mushkegowuk Cree.

After building his own recording studio in a sea-can out of necessity during the pandemic, Adrian completed tracking for debut album *When The Magic Hits*, scored his first television series, and began writing his first book for Penguin Random House Canada. The fascinating frontman and founder of all-Cree rockers Midnight Shine, Adrian released four albums with the band before shifting to solo projects in 2019.

Adrian cares deeply about many causes, and is using his music and voice to share first-hand perspective on issues facing First Nations like contaminated water, housing shortages, food insecurity, addiction, and mental health. At a time of growing awareness about Reconciliation, Adrian is hopeful for Canadians to better understand one another, and take further steps together.

"Fans should look north to Attawapiskat for some of the most expansive and expressive rock being made in Canada today..." —Alan Cross, *A Journal of Musical Things & 102.1 The Edge* (Canada)

"That voice! It's a tour de force on Big City Dreams! Great songs, great players, great producers... I hope this album brings Adrian Sutherland the recognition he so clearly deserves..."
—John Kendle, *Winnipeg Free Press* (Canada)

"I was pleasantly surprised by the single Magic Hits. It definitely seems like an evolution in Adrian's sound, and you can't really go wrong with Colin Linden..." —Darryl Sterdan, *Tinnitist* (Canada)

"The album features nine cuts that range from tender ballads with strings to atmospheric productions to poppy roots, all delivered with an emotional honesty..." —Top 100 Canadian Blog (Canada)

"When The Magic Hits is a remarkable debut album that convinces with good songwriting without compromises..." —Der Kultur Blog (Germany)

"The 'spirit' of the Indigenous people seems to have crept in somehow every now and then, you can feel it subliminally. And seen in this way, an exciting mixture was created that produces an idiosyncratic expression..." —RockTimes (Germany)

"When The Magic Hits is pure magic..." —WCSF Radio (USA)



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"*When The Magic Hits* is about deeper meaning for me. These songs allowed me to explore some personal stuff I've never been able to on past albums. Some of the themes are sensitive but it was important to write about them."

"The world we live in seems to be in chaos, with no signs of settling back down to 'normal' anytime soon. Some of these things scare me at times. Not knowing where all the love is, not knowing where we're heading as a country. Are we truly ready to walk with each other in a good way? I was thinking about all of these things as I was writing this album."

— Adrian Sutherland

1 - BIG CITY DREAMS

Produced by Colin Linden · Written with Scott Dibble

"I've always had a dream that I would play on a big stage somewhere. As a boy, I would watch music videos and was fascinated about the idea that someday I would be doing that. This music journey has taken me far from my home in the North, and into the big cities. Sometimes you have to leave home in order to grow, and to realize that the path you seek was always there beneath you..."

2 - PARANOIA

Produced by Colin Linden · Written with Chris Gormley & Matt Gormley

"*Paranoia* is about coming to terms with things from the past, even if it's going to make you uncomfortable. We all have demons that we must face, and fight. This song is about overcoming the demons, facing the truth, and sorting through it..."

3 - MAGIC HITS

Produced by Colin Linden · Written with Chris Gormley & Matt Gormley

"*Magic Hits* is such a beautiful song! I just love the melody, and how it came together musically. It's about wanting something really bad, and working really hard for it, but it still remains just out of reach. When it hasn't quite come to fruition yet, but feels like it's just around the next corner..."

4 - ONCE THAT WAS YOU

Produced by Colin Linden · Written with Jay Semko

"*Once That Was You* is about longing for something or someone who touched your heart deeply. I wrote this song with Jay at the very start of the pandemic, while everything was shutting down around us by the minute. It felt like the end of the world, that's how we were both feeling — and that line actually opens the song..."

5 - NOWHERE TO RUN

Produced by Colin Linden

"*Nowhere To Run* is the most personal song on the album. I wrote it several years ago, and wasn't able to finish it until now. My mother was a survivor of residential school and a victim of violence. When I was a boy, I often feared she wouldn't come home at night. That she would just disappear and be gone forever. As the oldest son, I felt it was my place to protect her. I thought of her life and those feelings as I put pen to paper..."

6 - SCARED

Produced by Colin Linden · Written with Chris Gormley & Matt Gormley

"Everything in the world today seems messed up and scary at times. It's hard to see ahead, and to feel hopeful, when your eyes are full of tears. Where is all the love gone to? There's no question, the world needs more love. That's what *Scared* is about..."

7 - RIGHT HERE

Produced by Tim Vesely · Written with Tim Vesely & Colin Cripps

"*Right Here* is about always being there for the people that you love and care about, especially when times are tough. And vice versa — having the people that you love and care about being there for you when you need them..."

8 - WALK WITH ME

Produced by Colin Linden · Written with Serena Ryder

"*Walk With Me* is such a powerful song, and one of my favourites — I loved writing it with Serena! It's about going on a journey together, and sharing the same path, even if you both come from different places. With Reconciliation in the forefront, it's more important now than ever before that we take time to walk with each other, and be willing to see the world through the eyes of another. This song also pays tribute to my grandparents, Moses and Juliette, and traditions of the past..."

9 - MAKE ME BETTER

Produced by Tim Vesely · Written with Tim Vesely

"I wrote *Make Me Better* for my wife Judy, and my family, who I miss dearly whenever I am away from home. Pursuing music is bittersweet for me, because I am ultimately doing it for my family, yet it takes me far away from them physically. The people that we love make us better. They make us feel whole, and without them we are not complete..."