



"Sure-footed in her travels between country and folk, with a confident voice evident in both her singing and songwriting"

Willamette Week

## ***Dynamic Third Album - Rock 'n Roll-Country Hybrid***

Toni Land is an award-winning singer/songwriter who is releasing her third CD, "*Deep in Diamonds.*" The ten-song album introduces a more rootsy-Americana side to her eclectic, emotion-filled pop. Land is also a renowned "performance coach" designing and presenting workshops to music performers and corporate clients.

The germ of Land's new country-pop stylings grew out of her close collaboration with producer/multi-instrumentalist Tim Ellis. Ellis lent the album an organic, acoustic sound by taking a low-fi approach; leaving lots of room in the mix to hear around the instruments. Land's quirky lyrics and hybrid pop are supported by Ellis' virtuosic string instrument playing as well as the talents of many of Portland's top tier musicians including Carlton Jackson on drums/percussion, Jean Pierre Garau on keys/accordion, and pedal steel/dobro whiz Paul Brainard.

*Deep in Diamonds* is Land's most emotionally dynamic work to date. From the brazen, white trash opener *Good for Me* to the hook-filled Triple A groove of *Fake It For Love's Sake* to the provocative *Better with a Gun* (about an old woman who "feels better with a gun in my sweater") to the delicate, poignancy of *The Key*, The album rolls along like a live performance: Strong at the start, dynamic in the middle and intimate at the end. It has an emotional range that comes directly out [of] Land's performance workshops. "I am more emotionally available from doing the work of getting others to be more expressive and revealing of themselves on stage," says Land. "Women are emotional creatures anyway. I can be ferocious, child-like, brassy, non-elegant...elegant too. I'm not any of that and I'm all of



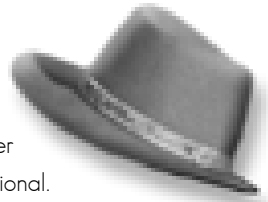
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that. This is my own album and it highlights the multifaceted creature we humans really are, nothing is flat.”

Land is also finding that her StageWork and The Power of Performance workshops, are becoming more multi-dimensional. Creator and facilitator of these unique programs, Land finds herself expanding her presenter/performer training to corporate clients, such as Subaru, US Bank, Silicon Valley dot.com execs, and new economy law firms.

Her ambidextrous career as a musician and trainer began during Land’s college years. She simultaneously earned an MA in Speech & Language Pathology while leading a succession of rock ‘n’ roll bands. After graduation, Land’s speech therapy work centered on “voice” and “communication,” as did her musical experiences - which centered on “songwriting” and “performance.” “I’ve always been a songwriter,” explains Land. “I had to learn how to perform in order to express my songs. That’s why I dove into learning more about performance.” In 1991 she gave up her speech therapy career and moved to the Northwest to devote herself full-time to her music. Her charmed first album, *Chocolate Cake for Breakfast*, landed on the Gavin Top 40 Adult/Contemporary Chart, earned national distribution, and recently had the title song picked up by a prestigious Nashville publisher. Since her move, Land has also been expanding her performance workshops. Her new corporate client base developed after she turned seven Subaru “executives” into a 50’s vocal rock & roll troupe for a one-time performance at their annual meeting. Since then, Land has been using her “rock ‘n’ roll” techniques to teach non-musicians from corporate settings how to become more accomplished presenters.

By Lisa Lepine



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