

Rio and the Rockabilly Revival



Spitfire Roots Rock and Soul from Detroit U.S.A.

Rio and the Rockabilly Revival is the vision of Rio Scafone: to create something both new and classic, based on the honesty that comes from an authentic, raw performance free of gimmick, autotune or over production. There's an unspoken contract between an artist and the audience, based on truth and respect. The audience owes nothing. Rio believes an artist has to earn their respect, their trust, and their faith in your music. Being true to that relationship is the most important thing for Rio and her band. It is their religion, and part of why critics and fans alike have dubbed the Revival **"The Church of Rock and Roll."**

Rio appears to be a living contradiction. She is both rock and roll angel and brimstone; the preacher's daughter meets Bettie-Page-on-a-rampage. Known for her bombastic live shows, she is all of this and more on stage. Born into Rock and Roll royalty as niece of early rock music pioneer Jack Scott, she carries on the family tradition of serving up hot, raw roots rock and soul music to hungry audiences around the world. Scafone offers herself up as host for The Revival's music, steeped in gritty soul and fervor of a whiskey-fueled Southern revival tent. Taking cues from the founding fathers of Rock and Roll, they blend that same early influences that Elvis Presley and Little Richard did (Jump blues, Swing, Country, Gospel and Rhythm and Blues), and make honest music that will inspire the traditional Americana purists and contemporary music lovers alike.

In the few short years since they started, they've been honored with winning a **Detroit Music Award for Outstanding American Artist**, as well as nominated for **Outstanding Americana Vocalist** and **Outstanding Live Performance** (all genres), cited as **Best Original Band in Hour Detroit Magazine's Best Of Detroit Readers' Poll**, and listed in Los Angeles's iconic **Music Connection Magazine's Top 100 Live Unsigned Artists**. But most important of all, they've created a high-energy show and sound that reaches beyond niche, and across racial and age divides, to make music that fans are listening to and requesting from radio stations around the world.

"... Rio Scafone is a firebrand; a hell-spitting minx whose core, however, is hope and salvation. And, frankly, enough earthy sex appeal to move tectonic plates. Whipping an audience into a frenzy worthy of a revival tent is akin to water rolling off a duck's back for Rio and company."

Stevens, Tom "It's Called Rio-ckabilly, Fool" Metro Vibe Magazine, Oct 2012. Print.

"... Scafone's on stage, twisting, gyrating and owning every inch like some sort of possessed, evangelical-satanic dervish. It's at once nostalgic performance art, killer show band and a rock 'n' roll wonder."

Callwood, Brett "Her Name Is Rio" The MetroTimes, March 2012. Print.

"Watching the band play felt like an honor, like we should be thanking them. I was convinced that I was witnessing a legend being born; seeing next generation icons ..."

Kzhouz, Vera "Rio Revives Rockabilly" HEAR Magazine, March 2012. Web



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Rio and the Rockabilly Revival's third album, **"Testify"** is available now, as well as previous albums **"Runaway Train"** and **"The Midnight Rebel Sessions."** Digital or Physical copies are available for review upon request.