



7 Inches Is All It Takes

Monster Energy's Popular All-Vinyl Tour Is Back for a Fourth Year

February 5, 2016 (Toronto, ON) As 2016 begins, the vinyl revival is as real as ever, with retailers like HMV and Amazon reporting turntables and record players as their best 2015 holiday sellers. But for a nostalgic few out there, the passion for vinyl never left. Many of the world's greatest vinyl collectors are the DJs and producers who supported the industry when it was hanging on by a thread, investing considerable time, effort and money in pursuit of building enviable and masterfully curated wax collections. This winter, for the fourth year in a row, Monster Energy has assembled five of North America's finest vinyl crusaders to pack up their crates and in the road to spread good sounds to party people across the country for yet another edition of the 7 Inches of Pleasure Tour.

Four of Canada's top DJs — Mat The Alien (Whistler), Vinyl Ritchie (Vancouver), DJ Pump (Calgary), and DJ Illo (Ottawa) — will be joined on this pilgrimage by none other than the legendary DJ Scratch from famed hip hop group EPMD. They'll be bringing decades of party-rocking experience on a ten-city tour of Canada's West, seamlessly blending genres from hip hop and R&B, to funk and soul, to electronic and dubstep, to punk and even heavy metal for our listening and dancing pleasure. Not only can these DJs rock a mean party, but they have rich insight into the storied history and sub-culture of the medium, from before the days when 7" was just another stylish accessory of hipster culture. The Monster Energy 7 Inches of Pleasure Tour is about more than music. It's about honouring the memory and the mastery of the medium, and the music makers who pioneered vinyl as a cornerstone of DJ culture - like DJ Scratch learning to juggle and scratch on 7"s so that his parents wouldn't know he was playing with their record collection, as well as those who kept their wax passion alive, like Vinyl Ritchie who made a concerted decision to stick with vinyl while everyone else was making the swap to digital DJing.

From long-time vinyl lovers to new recruits in the vinyl revival, the Monster Energy 7 Inches of Pleasure Tour is sure to satisfy, and coming soon to a city near you, beginning February 18th with a kick off in Whistler.

Thursday, February 18th – Whistler BC, GLC
Friday, February 19th – Vancouver BC, Fox Cabaret
Saturday, February 20th – Kelowna BC, Habitat
Thursday, February 25th – Victoria BC, Distrikt
Friday, February 26th – Edmonton AB, The Common
Saturday, February 27th – Calgary AB, Hifi Club
Sunday, February 28th – Banff AB, Dancing Sasquatch
Thursday, March 3rd – Revelstoke BC, Traverse
Friday, March 4th – Nelson BC, Bloom
Saturday, March 5th – Fernie BC, The Northern



The 7 inch vinyl record is the preferred audio delivery device from some of the best eras in music history. Between the years of 1950 - 1975 it was the only physical way to manufacture some of the best songs ever created, and continues to be used to capture some of the most iconic and original tracks recorded today.

The 7 Inches of Pleasure Tour was created to combine this format with newer styles of mixing, scratching and blending. Join us as we celebrate some of the best music ever recorded from all genres of music, all served up on 7 inch vinyl by a collective of DJs who are seasoned vets when it comes to the subject.

Special Guest — DJ Scratch

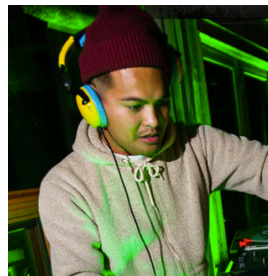


For over two decades, DJ Scratch has been considered one of the best hip hop DJs in the world. After being mentored by the legendary Jam Master Jay of Run DMC, Scratch joined hip hop group EPMD. As a producer he has racked up three Grammy nominations and over 40 Gold and Platinum Awards. Known for his endless bag of tricks and impeccable selection, Scratch truly is a DJ's DJ, and one of the best to ever do it.

DJ Illo



A staple in the Canadian DJ scene, Illo is known for his original remixes and creative sets that span countless genres.



DJ Pump

Pump is one of Canada's most celebrated turntablists ever. Blending, scratching, juggling – he can do it all and with unmatched style.

Vinyl Ritchie



"Canada's King of the 45's..." is known for his religious obsession with vinyl and mastery of the medium.



Mat The Alien

A true character and chameleon, Mat's out of this world sets are marked by heavy beats, booming bass and crazy cuts.