

## FOR IMMEDIATE RELEASE



**Artist:** Adult Cinema  
**Single:** The Sun  
**Date:** 28<sup>th</sup> August 2020  
**Label:** Illicit Recordings

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## Builder Turns DIY Skills into DIY Music Success

New single from 'Adult Cinema' released  
August 28<sup>th</sup> 2020

(Southend-On-Sea, Essex) 28<sup>th</sup> August 2020

Adult Cinema is the Southend based band fronted by  
Mike Weston.

*"A winning blend of Meddle-era Pink Floyd, beguiling  
psych-folk and classic rock riffing. Mike Weston is an  
accomplished songwriter and musician who deserves  
a wider audience." Joe Clay (The Times)*

On August 28<sup>th</sup>, 'The Sun', the lead single from Adult  
Cinema's third album 'Hot and Cold' is released  
through Illicit Recordings.

'The Sun' is an energetic, fast-paced rock song perfect  
for the last days of summer. It's about positivity,  
believing in yourself and how the best way to deal  
with change is to run towards it and embrace it. The  
Sun of the title is both the physical body that keeps us  
all alive with the natural benefit of its warmth but is  
also an allegory for the good that can come into your  
life from following the positive path.

And that's true of Mike Weston and his nom de plume,  
Adult Cinema. The band is actually the sound of Mike  
Weston working as a multi instrumentalist. In the  
studio he writes, plays and records all the material and  
then takes on the task of getting it out to the world.

The last couple of years have seen Mike go from  
working with his hands to applying his skills to  
building a music career from the ground up. Truly a  
DIY approach to his music and finding success.

In a former life Mike has been an archetypal (or is that  
atypical?) Essex builder. Well, more of a craftsman  
really – an ability to do the sort of bespoke work that's  
kept him in demand and able to construct a custom  
recording studio at his home in Southend, not once but  
twice. And he works in the same way when he writes  
his songs and perfects the timeless rock sound that  
he's always chasing. Latterly, he's applied the same  
approach to learning how to build a career as a DIY  
Indie musician.

He's taken those talents and has quietly built a  
following of tens of thousands around the world who  
support him avidly and have a taste for the old school  
physical forms of music. Mike now sells his music  
direct to his fans from his website and has had many  
days where he's sold hundreds of albums on CD and  
vinyl in a day.

This DIY approach has kept Adult Cinema mostly  
under the radar of mainstream press and radio,  
although his music does crop up regularly on TV and  
even in movies, which brings more devotees into the  
fold.

Whilst Mike will continue to focus on the long haul of  
building a direct connection with a growing fanbase  
using the DIY musician skills he's learnt over the last  
few years, the new album is a chance to seek out wider  
media support and to grow a new following on  
streaming platforms.

A debut album can be downloaded for free at  
<https://thisisadultcinema.com/free-music/> and the two  
previous Adult Cinema albums are available on  
Spotify, Apple Music and all streaming platforms with  
physical albums available from the website at  
<https://thisisadultcinema.com/shop>

**Sounds like:** Pink Floyd, classic rock, 70's rock  
Website: <https://thisisadultcinema.com>  
Spotify: <https://spoti.fi/34AKzr2>

**EPK (Bio, photos, art, video & Soundcloud players) –** <https://thisisadultcinema.com/epk>

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