

## FOR IMMEDIATE RELEASE



**Artist: Adult Cinema**  
**Single: Here It Comes**  
**Date: 11<sup>th</sup> September 2020**  
**Label: Illicit Recordings**

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## Wistful Tale of the Comedown Brings New High

New single from 'Adult Cinema' released  
September 11<sup>th</sup> 2020

(Southend-On-Sea, Essex) 11<sup>th</sup> September 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 September 11<sup>th</sup>, 'Here It Comes', the second single  
from Adult Cinema's third album 'Hot and Cold' is  
released through Illicit Recordings.

'Here It Comes' is a melancholic, wistful and  
reflective folk rock track written about the comedown.

Despite the subject matter, it retains a positive outlook.  
It tells how you don't have to experience the  
seemingly inevitable low after the high and that it's a  
choice to go after the same buzz time and time again.  
Although written as a plea to a friend who would not  
battle his addictions, it is allegorically about any life  
experience where you go through highs and lows.

A sombre saxophone note leads into a rousing  
Hammond organ chorus and makes this track perfect  
for a soundtrack to a lazy, laidback time of reflection.

Adult Cinema isn't really a band. It's 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.

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. Most recently, 'The Sun', the first single  
from the forthcoming album has begun to show results  
in the world of digital music as it racked up tens of  
thousands of streams on Spotify in its first week of  
release.

It seems this DIY musician really has built something  
that keeps on growing!

With the beginnings of a streaming following, the new  
album is a chance to seek out wider media support and  
to build a wider fanbase.

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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