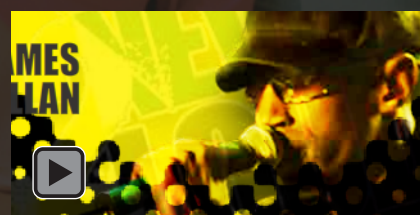


NEVER2LOUD



ARTIST: Never2Loud (feat. Péle)
TITLE: Not Just a Game
ISRC: DEBH41001457
FORMAT: download-only single
GENRE: Latin/Vocal House/Dance
LABEL: European Music Group (LC13925)
RELEASE: June: 11 - 2010
BARCODE: 4036747009149

Line-Up / Performer:
 James Allan (Vocals)
 Debora Remagen (Vocals)



VIDEO

NEVER2LOUD FEAT PELÉ "NOT JUST A GAME" LIVE
 NEVER2LOUD FEAT PELÉ "IT'S NOT JUST A GAME" PRE VIDEO

FACTS

Never2Loud (ex 2Unlimited - No Limits 2.3)

Never2Loud was formed after James Allan and Debora collaborated as members of 2Unlimited. James Allan and Debora met while they were both singing in a international gospel choir during a tour to Chicago, USA.

Later after working many years as a duo, promoting the sound of 2Unlimited, they have found their own sound. It is a mixture of popular house, and Latin and is based around the usual rap and singing style that some compare to a mixture of "Faithless" and "Ludacris" from James and Debora's Brazilian roots add a warm Latin dance feel to the music.

This, the first Never2Loud project has managed to gain the support of the one and only Pelé, due to his relationship to Debora and the quality of the music. Now the band has simply moved forwards in their career. This was inevitable from the moment the 2 discovered the amount of fun these 2 experienced performers have together when they take the stage, which is obvious and transported to their many and international fans. James sings in groups like Ottowan and various house projects like Mario Lopez, Room 5 and Dahool. Debora is a dancer and singer of top class in the German video and television scene.

CURRENT SINGLE: "NOT JUST A GAME"

Allan and Debora wrote the song and then found the best producer they could, to turn it into the individual sound they were looking for. The producer "outgroove" Matthew Midir is a genius who has spent many years developing an incredible touch and sense of his music. Matthew is a perfectionist to whom music is more than just a job. He is a specialist in House productions of all types but has now expanded into pop and latin.

Pelé, the world's most famous football player and named as Footballer of the 20th century is also featured on the track. They have his full support not only because Debora is his niece but also because he loved the track from the first moment he listened to it. Debora grew up in the close knit Pelé family household. She is as proud of him and her family as he and they are of her.

This song was as a tribute to the football world in which both her father and her uncle are champions and is intended to be taken musically seriously but it is about fun with style. "Most football songs are meant to be lightweight tunes with not too much thought put into them other than that they should be easily sung when drunk. "I wanted a song that was great and really showed the best of house and made people want to not just sing it but get as excited as they do when they watch a football match." says James



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