

# 3UPFRONT

SANTA CRUZ SKATE PUNK  
SINCE '98



**"3UPFRONT** is by far one of the hardest working band's I've EVER met, how they're not signed to a label yet is beyond me." Mike Lyon – Lyon Entertainment.

"Great energy and stage presence, they work well with the audience to put on an awesome show every time!" Hakeem Draper – Boogie Shack Music Group.

**3UPFRONT** started out as a couple buddies; Adam, Dave, Brodie and Jake, jamming out at the drummer's parents house in Kings Beach, CA, on the shores of beautiful Lake Tahoe, in 1998.

Playing house parties and at local bars, **3UPFRONT** quickly started to gain popularity on the shores of Kings Beach and all around Lake Tahoe and surrounding areas.

In late 2000 **3UPFRONT** decided to move to Santa Cruz to further pursue their music career in a more central location; 5 hours to LA and 2 hours to the Bay Area. In late 2002 Brodie left the band. In March of 2006, after 4 more bass players, Santa Cruz local, Fish joined the band.

EVERY weekend, usually leaving Friday mid-day or after a full day of work and returning around 3am Monday morning; **3UPFRONT** would load up and leave the sunny beaches of Santa Cruz, for the smoke-filled, drink-stained, glass-broken, pedals-ruined world that is underground Skate Punk!!

For the next four-and-a-half years straight, **3UPFRONT** would embark on D.I.Y tours all over California, Nevada and Arizona at places like The Catalyst, The Doll Hut, The Roxy, Club Underground, Blake's on Telegraph and so many hundreds of others. They were able to share the stage with such acts as: The Circle Jerks, Guttermouth, The VooDoo Glow Skulls, The Aggrolites, Dr. Know, D.I., T.S.O.L., FEAR, Agent Orange, Unwritten Law, The Ataris, Smut Peddlers, FANG, Psychosomantic, The Lonely Kings, The MOB, Anti-Social, Jetlag, Fury 66, The Expendables, Ribsy's Nickel, Hate for State, United Defiance, The Lucky Ejits, Hero's at Gunpoint, Who's Holden, Honest Mistake, The Devil Himself and so many others!!

Gaining popularity all over the West Coast, **3UPFRONT** released their 3<sup>rd</sup> Studio album, "And Jake" in 2008, selling well over 3500 copies!! Shortly after they released their 2<sup>nd</sup> live album: "Live at the Cat" in 2009. In late 2010, after 12 years, Jake, left the band, and was replaced by a friend and local Santa Cruz musician, Jesse. In May 2011 at the last Your Music Magazine Rock Olympics **3UPFRONT** would go on to win 1st place, and over 3K in prizes including \$1500 worth of recording time. After all said and done that \$1500 would equal 48 hours in the studio.

In June 2011 **3UPFRONT** recorded drums, bass and guitar for all 19 tracks of the newest album in 48 hours. They then finished the vocals shortly after successfully funding a Kickstarter campaign in late 2012. Finally in October 2018, after 4 drummers, 3 studio engineers, 2 hard drive crashes at the studio and 1 divorce later, **3UPFRONT** released their 4<sup>th</sup> album "Puppets and Psychiatrists" with Mason aka "The Beast", tearing up the drums!! 19 tracks on this solid double album will blow your mind as well as further reinforcing **3UPFRONT** as one of the premier Skate Punk bands of Santa Cruz and in California.

Check out **3UPFRONT.COM** for more info and updates.