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**FOR IMMEDIATE RELEASE**

**D.C.’s Iconic Band Experience Unlimited (EU) to Re-Release 1977 Song, ‘Peace Gone Away,’ as 50th Anniversary Events Continue**

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**WASHINGTON, D.C.** – The COVID-19 pandemic may have forced Americans to cancel most of last summer’s scheduled events but for the D.C.-based band Experience Unlimited (EU), it only served as a delay.

Now, as the summer rolls on and the nation adjusts to a “new normal,” EU, still guided by founding member, lead vocalist and guitarist Gregory “Sugar Bear” Elliott, has announced a variety of events and appearances that will help fans celebrate EU’s journey to stardom – one which began in D.C.’s Anacostia community in Southeast back in 1971 at Charles Hart Middle School.

On Friday, June 10, 2022, EU, who marked their 50th anniversary last year with relatively little fanfare, will re-release their 1977 song, “Peace Gone Away,” with a video which illustrates why the band believes it’s vital for people to reunite for a more peaceful society and to frown upon the recent increase in violence. The release date was chosen to coincide with observances that will be held throughout the month of June, which serves as Black Music Appreciation Month – an annual celebration of African-American music in the U.S.

EU legend Sugar Bear strongly believes that music is most effective when it promotes positive messages. He said “Peace Gone Away” represents such an example.

“During our reunion activities last year, we looked back at our past and after several discussions, we decided to redo “Peace Gone Away,” one of the songs from our first album,” Sugar Bear said. “I thought it was a great idea and timely because I was becoming so concerned about the level of violence and the number of murders that were occurring in our communities here in the District. We all agreed that with just a few changes, the song could serve as an excellent means of deterring negative behavior.”

And so, EU, whose membership has undergone at least five major revisions, returned to the studio with musicians from the past and present, all rocking to the beat once again. The vocals of Melva “Lady” Adams and Cleve Battle soared to the heavens; the triumphant horns, led by Greg Boyer, hit it with only take; JuJu and Mighty Mo held things down while Donald Fields let his guitar assume a new persona; Roy Battle tickled the ivories; and Sugar Bear unleashed his positive energy as the collective band forged a new moment in history.

To assist in documenting EU’s musical history, Dr. Natalie Hopkinson, who leads Howard University’s Traditional Arts Program, along with her staff, have begun the task of chronicling the story of Experience Unlimited.

“Generations have been partying with EU but what is publicly known about their story barely scratches the surface,” said Hopkinson, who’s anchoring the project along with other partners and sponsors including the District of Columbia Office of Cable, Television, Music and Entertainment, the Go-Go Museum & Café, Don’t Mute DC, DC Office of Creative Affairs and the DC Commission on the Arts and Humanities.”

“EU epitomizes excellence, longevity and art with a community purpose . . . and they’re one of music’s great, untold stories,” Hopkinson added.

*For more information, contact Charles Stephenson, Jr., co-author of “The Beat! Go-Go Music From Washington, DC” and the longtime manager of Experience Unlimited whose email address and phone number are included at the top of this press release.*

*More information about EU can be found on their website,* [*www.EU50yearsofgogocrank.com*](http://www.EU50yearsofgogocrank.com)*.*

*Scheduled events for EU’s spectacular summer include:* ***July 10:*** *Virtual EU Reunion – streamed live on Facebook @MakeGoGoForeverDC;* ***July 25****: Sugar Bear’s birthday celebration; and* ***August 20****: EU in concert at the Kennedy Center for the Performing Arts in Northwest.*

*To download EU’s new song, visit music platforms including iTunes and Spotify. You can also tune in to local radio programs whose DJs will be showcasing “Peace Gone Away.” And beginning June 10, the video of the song can be viewed on YouTube.*

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