

Media Release

THE SISTERS OF INVENTION: A BRAVE NEW WORLD OF POP STARS

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The Sisters of Invention are the newest girl band on the block.

Their debut single *This Isn't Disneyland* is fun, infectious, girl-power pop – with a twist.

As the world's first ever girl group with disabilities, The Sisters of Invention are pushing the boundaries of who can make pop music, and their new single and accompanying music video do just that.

It's a catchy tune with a powerful message. Part parody, part rock n' roll edge, the video subverts the idea of the 'perfect princess'. It's unexpected and surreal, and it puts disability voices and faces firmly in the pop culture landscape.

The video, released this month, is already clocking up the hits: <http://youtu.be/fu800VYgyis>

The group's lead singer Aimee (Snow White in the clip) says *This Isn't Disneyland* is a taste of their upcoming self-titled album, to be released in early 2015.

"It's the very first of our new songs which tell it the way it is. We've tried to make it gleam and sparkle in a way that you'll be going off and singing the chorus," says Aimee.

The five group members have different disabilities, both intellectual and physical, but Aimee – who has Williams Syndrome – says when they perform, their music gets audiences cheering for more.

All the tracks on the album have been co-written, composed and recorded by The Sisters and their music producer and collaborator Michael Ross, and will be released through Tutti Music, Australia's first disability led recording venture.

"It's been so much fun working with The Sisters. We wrote this song because the group were sick of being treated like children. In fact they're young women; they have big ideas and insecurities. And we draw on this during the songwriting process," says Michael.

The group approached Budaya Productions – a local production company with a focus on socially conscious projects – to create the video.

"As soon as I heard the song I was blown away – I knew it could be a massive hit," says the video's director and producer Katrina Lucas. "I had never heard or seen anything like the Sisters before, and I really wanted to make a high-end video that not only challenged disability stereotypes, but had production values worthy of any major pop artist."

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The Sisters of Invention

This Isn't Disneyland



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