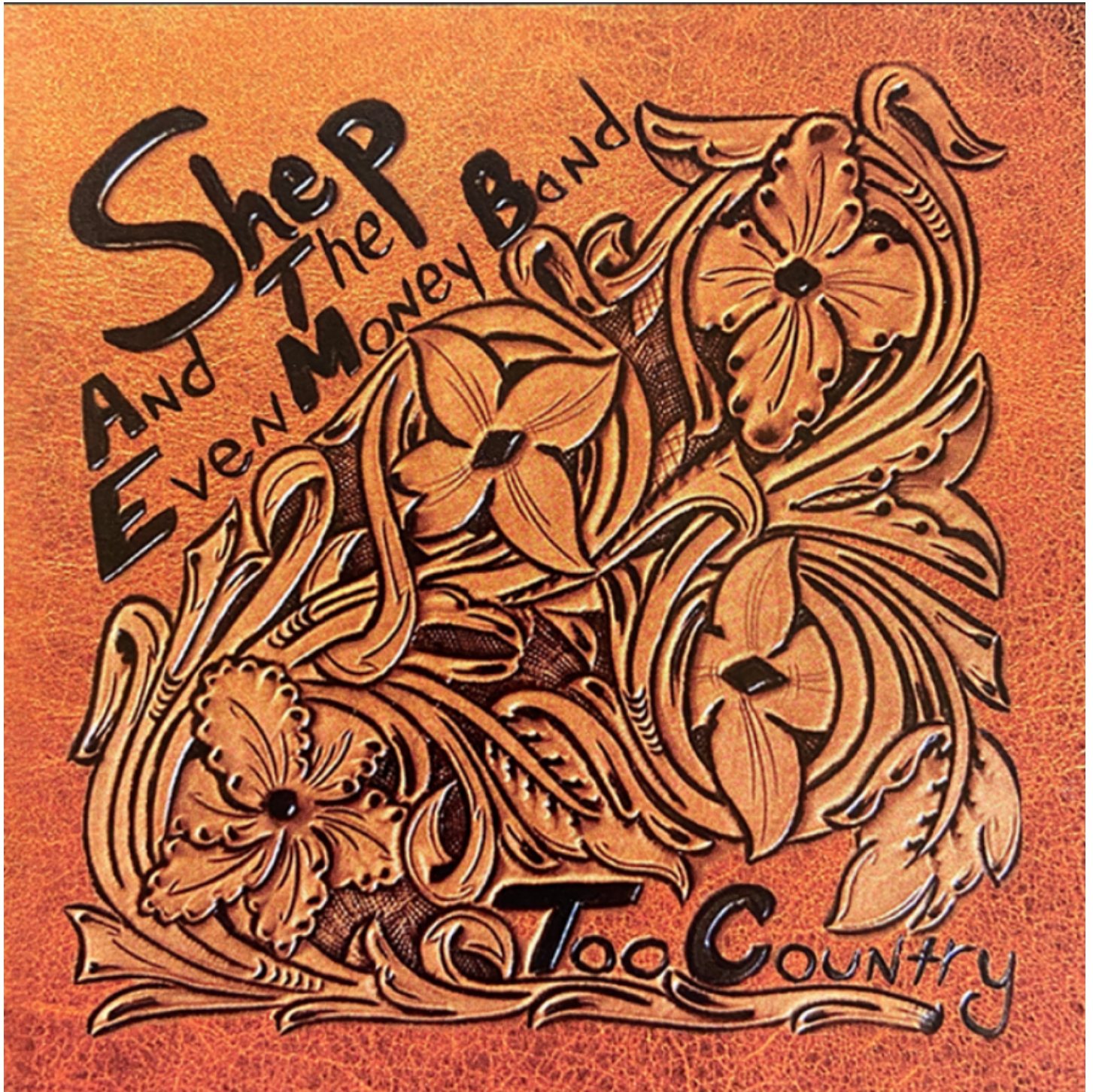


“Dead or Alive” Debut Video by Shep and The Even Money Band, from the “Too Country” (LP)



Nashville, Tennessee Jun 15, 2023 ([Issuewire.com](https://www.issuewire.com)) - Shep and The Even Money Band are poised to take the country music scene by storm with their distinct blend of Classic Country, Western Swing, Blues, and Classic Rock. The band's debut (LP), "Too Country," recently released on April 10th, 2023, promises to be a hit among fans of traditional country music.

The "Too Country" (LP) was recorded at Castle Row Studios in Del City, Oklahoma, and expertly mixed by Dave Shepherd, and Steve Short, who also served as the engineer. The project was mastered by Kevin Lively Mastering of Oklahoma City, Oklahoma. The album's first single, "Dead or Alive," debuted in a wild western-style music video on June 12th, 2023, which tells the story of Billy the Kid in a way that is sure to delight fans of Americana and Country-Western music.

Shep and The Even Money Band is a three-piece band with a big band sound. Lead vocalist and guitarist Dave Shepherd is backed up by bassist Richard Sharp and the legendary Steve Short on drums and vocals. The lyrics of their songs range from tongue-in-cheek humor to thought-provoking looks at life. The band's sound is authentic, with each member bringing their own unique style and flair to the mix.

The Band found a home for their music after inking a major Global Digital Distribution deal with Perry Music Group back in October of 2022. Perry Music Group also, known as PMG, is a multi-faceted Label Services and Major Distribution company. With a Music Publishing Group at The Core Of The Organization that produced number-one hits like "Not A Moment Too Soon" (Tim McGraw), "What Part Of No Don't You Understand" (Lorrie Morgan), "Anywhere For You", "No One Else Comes Close", "You Wrote The Book On Love" (The Backstreet Boys) just to name a few.

David Shepherd's attorney [Bryan Kroes](#) connected Shep and The Even Money Band, with the Director of PMG, Mr. [Bryan Wayne Perry](#) who has developed a digital music industry business model, that [Perry Music Group](#) is known for. Perry Music Group works with a large roster of artists, and a variety of genres, both Major, and Independent Label Groups, and artists around the globe.

PMG is best known for its business consulting for any brand, as a brand, is a brand, is a brand, according to Bryan Wayne Perry. PMG also, proudly provides artists with Major Global Digital Distribution, as PMG is an imprint of The Orchard, which is a subsidiary of Sony Music. PMG helps artists all over the globe, find a home that they can trust, for their music. Just like Shep and The Even Money Band, has done for their debut (LP) "Too Country", and the first single from the (LP) "Dead Or Alive".

The Debut LP "Too Country" by Shep and The Even Money Band is available everywhere on every streaming app you use, including YouTube. It is a must-listen for fans of traditional country music, as well as anyone looking for a fresh take on the genre. With their unique sound and engaging lyrics, Shep and the Even Money Band are sure to make a splash in the country music scene.

If you're looking for a band that stays true to the roots of country music while also infusing it with its own unique style, then be sure to check out Shep and The Even Money Band! With their debut LP "Too Country," you're sure to find a new favorite band to add to your playlist.

As Shep reveals, I had the pleasure of performing at some songwriter shows with Billy Don Burns. During one of his performances, I was struck by a particular song: Dead or Alive. After hearing it a few times, I knew exactly how I wanted to record it and even visualized the music video in my mind. When I shared my vision with Billy Don, he displayed enthusiasm and encouraged me to go for it. As a result, we recorded this anthemic jewel as a three-piece rock band.

The Dead or Alive music video is an ode to the wild west trails reminiscent of yesteryear. We were privileged to have real cowboys and majestic horses coupled with an old western town that brought out the authenticity of our production. Shep and The Even Money Band's rendition of this catchy tune - complete with amazing lead guitar riffs - makes for an original music video that is second to none. With

songwriting credit going to none other than Billy Don Burns himself, it's no surprise that Dead or Alive has made waves quite effortlessly!

The music video for "Dead or Alive" transports us back to the rugged trails of the Wild West. Real-life cowboys, horses, and a western town provide the perfect backdrop for this hit song. The lyrics were written by Country Music Warrior and renowned songwriter, Billy Don Burns from Arkansas. His songs capture the highs and lows of his life with a raw honesty that has earned him wide acclaim.

Shep and The Even Money Band, deliver a powerful performance that captures the spirit of old-school country music. The opening scene sets the stage, featuring two determined cowboys on horseback entering an old western town with guns at their sides. The next scene pans into the lead singer, Shep as he walks onto the dusty street, and sits down next to an ole cowboy, as the two began to speak. Shep then proceeds to start singing, backed by The Even Money Band, you can't help but feel immersed in this epic tale of yesteryear.

In this music video, there are multiple scenes that showcase the wild west atmosphere. As the music plays in the background, we see a woman walking towards the jail and then a scene with Billy the Kid firing his weapon at a Texas Ranger. The woman is seen waiting with horses as Billy makes his escape, and it has been speculated that she helped him obtain the gun. The band performs on the street in front of a saloon, providing an impressive soundtrack to all of these exciting events.

A standout feature of this music video is Shep's guitar solo in the midst of all the action. The camera captures every moment as he skillfully shreds his guitar while accompanied by strong contributions from the bass player and drummer.

The "Dead or Alive" music video is a fun-filled romp through the wild west, with great music and amazing visuals. If you're a fan of country rock, cowboys, or just good old-fashioned fun, you won't want to miss it.

Here is info on the Shep and The Even Money band members and their accomplishments on the trails of music making.

Steve Short

Yukon, Oklahoma

Steve started his music career at the age of ten, traveling with his family playing gospel music all around the U.S. Since then, he has performed on national TV shows like, Gospel Singing Jubilee, Hee Haw, Joan Rivers Show just to name a few along with performing on the iconic Grand Ole Opry. Steve toured and recorded with Reba McEntire, Vince Gill, Byron Berline, and Darci Lynne. Steve is a 2023 inductee into the WSMSS Western Swing Hall Of Fame. Steve is excited! to be part of Shep and The Even Money Band.

Richard Sharp

Moore, Oklahoma

Growing up in Oklahoma, Richard was influenced by Hank Williams Sr., Bob Wills, The Beatles, and several bands of the British Invasion Era. In February 1964, when he saw the Beatles on the Ed Sullivan Show, that's when the music bug took hold and he got his first bass guitar at 14 years old. In 1968, he

went into the Marine Corps and served his country, going overseas to Vietnam, where he was awarded 2 purple hearts for his service and was honorably discharged. Upon coming home from Vietnam, Richard resumed his passion for music along with getting married and starting a family.

Richard has an incredible 6-decade career touring and recording with several big acts from Harlow Wilcox and the Oakies, Jim Ed Brown, Wanda Jackson, Henson Cargill, Byron Berline, Vince Gill, Suzy Boggus, Mason Williams as well as many other artists.

Richard and Steve Short joined the Byron Berline Band in 1997. In the 20+ years with The Byron Berline Band, they recorded over a dozen albums and toured the U.S. along with Europe and China. One of Richards's musical passions is Western swing, working on many Western swing projects including work with the Texas Playboys. He was inducted into the Western Swing Hall of Fame in 2019.

Along with music, Richard loves working with thoroughbred horses which exposed him to the music of Dave Shepherd (Shep) in 1991. Richard and Shep worked together working horses and playing music together. In 2021, Richard met back up with Shep and Steve to record their first band album, Shep and The Even Money Band, "TOO COUNTRY", and the story continues.

Dave Shepherd

Cheyenne Oklahoma

Dave Shepherd first sang in public at about five years old and started taking piano lessons at about the same time. As soon as he could get his hands around the neck of a guitar, his Dad showed him a few chords, and has been hooked ever since.

Growing up in a family band was a learning experience. But from the very early teens, the addiction to riding racehorses took over. And from 1975 to 2009 he was a professional Jockey.

Even Money Band was started in 1981 while riding in Portland OR with his Brother Lavoy on Bass, and Gary Stevens on Drums. In horse racing, Even Money is another term for the favorite. From then on everywhere he rode, Even Money Band was reorganized.

In 1990 he moved to Oklahoma and fell in love with the music there. Even Money Band seemed to have a revolving door for musicians. He met Richard Sharp working with racehorses, the two became friends and worked together whenever possible.

He met Steve Short on stage in Las Vegas when they were both playing for Joe Merrick. After retiring from racing, he started writing songs again, and ask Steve Short to play drums and help record the album "Shep Lookin' for Trouble". Armed with a bunch of new songs, it was time to put together the Dream Team! He asks Richard Sharp to be part of the project, along with Steve Short. And the perfect Even Money Band was born.

Shep and The Even Money Band would like you to please like, share, Follow, subscribe, and add us to your favorite playlist, on your favorite streaming app. We want to personally Thank each, and every one of you who supports our music, and the band. May Godspeed be with you always!

Our Social Media Links.

"Dead or Alive" can be seen on YouTube on The Orchard Radial Channel

https://www.youtube.com/watch?v=lf7f0QKDt94&list=OLAK5uy_mPQu6Vnwl_zSL6n3ofKSkq8QG5pwAWZ2s

Facebook

<https://www.facebook.com/ShepAndTheEvenMoneyBand>

YouTube

https://www.youtube.com/channel/UckX2WCBYD9_F_Eb7p6vyPzQ

Itunes

<https://music.apple.com/us/album/too-country/1677905165>

Spotify

<https://open.spotify.com/artist/3ophW5k3SzuAIKT2AzQHRu>

website

shepandtheevenmoneyband.com



Media Contact

Perry Music Group

info@perrymusicgroup.com

(615) 866 - 2364

2828 Old Hickory Blvd APT #712

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