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Grand Strand with Darin & Anita

Our Goal

Is to introduce this style/genre of music nationwide. Currently it seems trapped in the Southeast US.

Known by many different names:

Carolina Beach Music, Classic Beach Music, Southern Soul, Northern Soul, Swing Music, Rhythm and Blues, Soul Music, Motown Oldies, Boogie, Doo-wop, Big Band Swing, Rockabilly, Jump Blues, and Old Time Rock n Roll

This style of music primarily has to do with beat and tempo of the music. Recordings with 4/4 blues shuffle rhythmic structure and moderate to fast tempo are most popular for the vast majority of this genre.

No matter the name, it's music that is still being created. Liked by the Southeast US and if placed in markets

nationwide would be appreciated outside of the Southeast.

In the early days artist of this genre of music included:

General Johnson Chaimen of The Board, Ruth Brown, The Drifters, Clyde McPhatter, Maurice Williams, Major Lance, The Platters, Harry Deal and The Galaxies, Clarence Carter, The Temptations, Eatta James, Wilson Pickett and the list goes on.

And new artist still making the sound and style of music are:

Coastline Band, Band of OZ, Sammy O'Banion, Craig Woolard, Barbara Carr, Fantastic Shakers, Terri Gore, Holiday Band, Delbert McClinton, Heart and Soul, and many more.