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Thor the Rock Warrior

Thor Against the World
(Smog Veil)

“Thor, the original rock warrior, has returned to walk among his people and safeguard his dominion. Since his emergence in 1977 with Keep the Dogs Away, he has had countless imitators -- girlie-men musicians who thought a few well-placed chest plates and a foam ax or two could mask their puny physiques and poofy lineage -- but none was Thor.” – SF Weekly

“No one rocks like the mighty Thor. He's been going strong for decades. Let the blood run red, motherfuckers!” - Henry Rollins

Jon Mikl Thor (a.k.a. Thor the Rock Warrior) is an enduring icon of heavy metal and glam rock, and one of the true originators of rock ‘n’ roll theatre. His unique vision, thunderous hard rock sound and incredible showmanship has won over crowds across the globe, garnering him a dedicated following of hardcore fans (the *Thor Korr*, to you mere mortals). He recorded a slew of classic albums that straddled the ground between glitter rock and aggressive power metal, and became known for onstage feats of strength such as bending a steel bar, having concrete jack-hammered off his chest and blowing up a hot water bottle with his lung power. Looking like a cross between David Lee Roth and Lou Ferrigno, and belting tunes like “Thunder on the Tundra,” “Anger (Is My Middle Name)” and “Let the Blood Run Red,” Thor made quite an impression upon his arrival to the rock scene and continues to do so to this day.

Thor’s unique career kicked off with his testosterone-fueled appearance on the internationally televised *Merv Griffin Show* in 1976 and he has maintained a steady pace ever since. He has explored the tongue-in-cheek Sweet/Mott the Hoople/Bowie glitter-rock of the ‘70s, hard hitting metal of the ‘80s, and even nu-metal of the ‘90s. Yet on his latest effort, *Thor Against the World*, the mighty one delivers the album fans have been waiting for.

Teaming up with Los Angeles producers Messiaz (a.k.a. Frank Meyer and Bruce Duff) and a slew of punk and metal all-stars, Thor has made an album that harkened back to his glitter days, yet harnesses all the power and glory of his heavy metal era. *Thor Against the World* finds the

iron giant backed by a who's-who of underground favorites, including Frank Meyer (The Streetwalkin' Cheetahs, Sweet Justice), Bruce Duff (ADZ, Sweet Justice), Chris Markwood (Sweet Justice, ex-Bellrays, ex-Blare Bitch Project), Vince Meghrouni (ex-Mike Watt, ex-Bellrays) and Brian Kehew (Air, Mother Superior, Moog Cookbook) for an album filled with catchy songs, hook-laden choruses and kick-ass riffs.

I won't grow old

I'll never settle

I'm still gonna play my Heavy Metal

It's Thor against the world

- "Thor Against the World"

Jon Mikl Thor first made waves in the bodybuilding world in Vancouver during the 1970's soon becoming Mr. Canada and Mr. USA, while using heavy music as an intensive training tool. Blending a powerful physique with powerful rock and, inspired by comic book heroes and love of Norse mythology, he created the character Thor the Rock Warrior, thus beginning a long reign in the hazy area between superstardom and the dark underground. Along the way, Thor invented "gladiator rock," later popularized by acts he influenced, such as Manowar, Armored Saint and GWAR. Clad in a loincloth, and wielding a sword and hammer, Thor fought epic battles onstage to the sounds of barbaric hard rock, often fighting monsters and evil warlords.

"I grew up on bands like Black Sabbath, KISS and Alice Cooper, who always put on an extravagant stage show," says Thor. "I wanted to take it one step further and make the show more extreme and the music even heavier."

His theatrical, over-the-top stage shows gained him notoriety outside of the bodybuilding world he cut his teeth in, and found him gracing the pages of rock magazine like *Kerrang!*, *NME*, *Sounds*, *Punk*, *Hit Parader*, *Creem* and more. Concerts with W.A.S.P., Raven, and Motorhead found him playing to thousands of screaming metalheads during the genre's heyday.

With the success of albums like *Keep the Dogs Away* and *Only the Strong*, it wasn't long before Hollywood came a-calling and Thor found himself fielding offers for film and TV roles. He soon was in front of the camera alongside talents like Roger Corman, Adam West and Tia Carrere in films like *Recruits*, *Zombie Nightmare* and the cult classic *Rock 'n' Roll Nightmare* which he scored, starred in, wrote and produced. Working on *Zombie Nightmare* and *Rock 'n' Roll Nightmare* teamed Jon up with award winning director John Fasano.

After years of rigorous touring and film-work, Thor decided to take a break and turned his talents toward film producing, working on the indie favorite *FUBAR*, for which he wrote the title song "Fubar is a Super Rocker." Soon enough though, the call of rock was too loud to ignore and the mighty warrior suited up to fight the good fight for rock 'n' roll. Inspired by a slew of whatever-happened-to articles, Thor began his comeback ascent. He has since released albums such as *Triumphant*, *An-Thor-ology*, *Dogs II*, and the concept album and accompanying graphic novel *Beastwoman from the Center of the Earth* to critical acclaim (*Classic Rock and Uncut* have all covered him in 2004). He starred in upcoming films such as *Graveyard* and *Intercessor*, all of which have prepared him for latest and greatest achievement, *Thor Against the World*.

Equipped with a new multi-media deal with Smog Veil Records that will see the July release of *Thor Against the World* and a career retrospective DVD, Thor is entering the fray with his greatest weapon yet, an incredible album.

“Those who have heard the new album feel it is Thor's best work ever,” says Frank Mauceri head of Smog Veil Records.

Production-wise, *Thor Against the World* sounds modern and current, yet the songs, performances and sonics are vintage Thor – loud, proud, fun, funny, comic book-y, and over the top for rock pleasure. Lyrically, the songs tell his life story, from the horror-movie obsessed kid getting kicked in the sand and becoming a bodybuilder to thwart the bullies (“Creature Feature”) to his career rise and return (“Thor Against the World,” “Long Time”), with trips into love (“Gonna Have A Hard Time,” “Glimmer”) and death (“Turn to Blue”), and a few sword and sorcery epics (“Serpent’s Kiss,” “The Coming of Thor”) to keep the Barbarian Youth happy. Thor even morphs into a superhero out to save a jaded world in “Megaton Man,” the album’s centerpiece, where sci-fi flicks, comic books, and ‘70s prog-rock careen into one mighty anthem.

“I brought Frank (Meyer) a few ideas that I had been kicking around and we started writing together,” says Thor regarding the songwriting process. “Much of the material came from us batting ideas back and fourth together. Then he wrote a few tunes on his own and I retooled a few ideas I had lying around, and suddenly we had a lot of quality material.”

“We wanted to make a record that would embrace all the things that made Thor’s classic albums so fun and great, yet update into the new millennium and make it cool and hip,” says Messiaz/Sweet Justice collaborator Frank Meyer, who co-produced and co-wrote much of the material. “The main ingredient was strong songs, of which Thor had plenty of.”

"Between Jon's blow-down-the-walls vocals, Brian Kehew's elaborate synth playing, Vince's MVP harp and sax, not to mention the soon-to-be hits that both Jon and Frank brought to the table, the album was a total joy to work on," chimes in Messiaz/Sweet Justice partner Duff. "I think people are going to be surprised to discover a fun, hard-rocking album along the lines of Alice Cooper's '70s favorites."

“What I liked the most about it is that the songs -- lyrically and musically -- remind me of my older material, yet sound fresh and modern,” adds Thor. “Going into this, I really wanted this album to reflect where I’m at in my life now... and I think we achieved that.”

And where exactly *is* Thor now?

These days, Jon Thor spends his time between his homes in Vancouver and Seattle, where he runs several successful businesses and continues producing independent films. Recently he co-starred with Lou Diamond Phillips in the USA Network movie *Murder at the Presidio*, directed by John Fasano, and was the inspiration for a *Thor the Rock Warrior* comic book series illustrated by American fantasy artist extraordinaire Mike Hoffman. In the July, 2004 issue of UK’s *Classic Rock*, Thor was recognized as one of the “Greatest 100” Frontmen of All Time,” a

list compiled by polling professional rock journalists that landed him alongside Steven Tyler, Elvis Presley, Robert Plant and Jim Morrison.

Down, bring down the house
Down, I been let out
Now, I hit the stage
Been so long and I'm outta my cage
It's been a long time
- "Long Time"

In 2005, Thor will hit the road with an all-new stage show, backed by an all-star band. Always the road dog, Thor will tour extensively throughout the U.S. and Canada, as well as make a triumphant return to the UK and Europe, where he first made headlines and broke big wide back in the day. With *Thor Against the World*, the DVD and his latest film and TV appearances all hitting the public consciousness at once, this year will surely be the beginning of a victorious comeback for the mighty warrior.

Learn more about Thor the Rock Warrior at www.thorcentral.com, ThorToenRecords@shaw.ca and www.smogveil.com.