



THE ALARM – Biography

The Alarm was made in Wales, UK and by the time of 1981's debut single 'Unsafe Building', featured a daring mix of amped-up acoustic guitars, harmonica and passionate vocals that invited the enduring description “Bob Dylan meets The Clash”.

This is the sound of The Alarm that has been heard around the world ever since, with 17 Top 50 UK singles, a host of successful albums and over 5 million sales worldwide.

Following an initial breakthrough in North America with 1983's 'The Stand', alongside the evergreen 'Sixty Eight Guns' which smashed into the UK charts soon after, The Alarm headlined their own 'Spirit of '86 Concert' before 26,000 fans in Los Angeles, transmitted around the world to millions via MTV's first ever live global satellite broadcast.

In the summer of 1991, the demands of the road were at the heart of a very public swan song for the original members at London's Brixton Academy before the current line up emerged causing worldwide controversy in 2004 through The Poppy Fields 'fake band' escapade.

Released to conceal their true identity, the Alarm's first single of the millennium - '45 RPM' would ultimately take their signature electro-acoustic sound into the UK top 40 and back into the mainstream rock culture of North America.

The true identity of The Alarm was eventually revealed by the BBC on Top Of The Pops and instantly triggered a rush of global media exposure, culminating in a US TV appearance on CBS Headline News with Dan Rather.

The Alarm's return to prominence was halted almost immediately when, in late 2005, Mike Peters was diagnosed with an incurable cancer (A rare B-cell form of Leukemia), forcing the band into playing select shows only, that would be dictated by the chemotherapy / treatment regime that has kept Mike Peters alive ever since.

In January 2006, Mike Peters was given the go ahead to resume normal touring and recording duties and the group continued with the release of 'Under Attack' which was bolstered by another Top 30 record in the shape of 'Superchannel' and the live anthem 'Never Give Up Without A Fight'.

A year later, Mike Peters founded the Love Hope Strength charity which is dedicated to 'Saving Lives - One Concert At A Time' and now firmly established as one of the world's leading rock and roll cancer foundations with over 1,800 lives potentially saved through its 'Get On The List' program.

Throughout the course of his musical career, Mike Peters (aka The Man in The Camo Jacket), has taken The Alarm from relapse to remission and back, creating a unique musical legacy amplified by it's enduring message of Love, Hope and Strength.

The story continues at www.thealarm.com