



NEW WORLD MEN

T H E S O U N D O F R U S H

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It's Showtime!

New World Men is built around a rare and demanding musical balance: **Matt Grou**, the drummer performs with *Neil Peart*-level precision while delivering *Geddy Lee*'s vocal parts simultaneously. Guitarist **Frank Larouche** is a multi-instrumentalist who captures not only *Alex Lifeson*'s tone, but also his phrasing and musical intent. **Marc Girard**, an accomplished bassist, sound engineer, and record producer, oversees every sonic detail, ensuring the *RUSH* catalog is reproduced with studio-level accuracy.

Experience

With more than 10 years as a band and over 50 years of combined professional experience, the trio brings musical depth and maturity to the stage. Having grown up immersed in *RUSH*'s music, the repertoire is second nature to them.

Audience feedback is consistent: the band's on-stage enjoyment resonates with crowds, and even casual listeners connect with the performance.

Technical

New World Men delivers a large-scale concert experience in a wide range of venues. A custom live camera and video system brings arena-style production value to smaller halls, while a flexible, technology-driven setup allows the band to scale seamlessly from outdoor festivals to intimate theatres.

The focus is not visual impersonation, but faithfully recreating the energy and sound of a *RUSH* performance.



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About The Men In Red

New World Men was formed in the summer of 2014 and has since performed hundreds of shows, many of them sold out.

The project began in the winter of 2014 when **Marc Girard**, encouraged by *Martin Levac* (widely regarded as one of the world's leading *Phil Collins* interpreters), set out to create a *RUSH* tribute focused on musical authenticity and technical precision. He joined forces with guitarist **Frank Larouche** to faithfully recreate the *RUSH* live experience.

The lineup was solidified with the addition of drummer and vocalist **Matt Grou**, whose ability to handle both *Neil Peart's* drumming demands and *Geddy Lee's* vocal range defines the band's identity.

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01. Show Length

One continuous 100-minute set, or two 50-minute sets with a 20-minute intermission.

02. Eras Covered

- **1970s** – Progressive rock foundations: extended compositions, virtuosic musicianship, and complex arrangements.
- **1980s** – The synth era: concise songwriting, layered textures, and arena anthems.
- **1990s** – A return to guitar-driven power with heavier tones and refined production.

All The Hits

New World Men's setlist is built around *RUSH's* most recognizable material, including *Tom Sawyer*, *The Spirit of Radio*, *Limelight*, *Subdivisions*, *Closer to the Heart*, and many others. The band also incorporates select deeper cuts to satisfy dedicated fans. This balanced repertoire ensures broad audience appeal while representing *RUSH's* most celebrated eras.



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Lights, Camera, Action!

An Ever Evolving Tech-Driven Performance

New World Men delivers the atmosphere of a large-scale *RUSH* production in a wide range of venues through a custom multimedia system. Designed by bassist/keyboardist and software developer **Marc Girard**, the automated camera and video setup is fully synchronized with the performance. The five-camera configuration captures key musical moments in real time, enhancing the audience experience. The system continues to evolve, with lighting automation currently in development.

Inspired by *RUSH*'s approach to stage production, this streamlined setup provides strong visual impact while maintaining efficient load-in and setup times. The result is a polished, technically coordinated performance that appeals to both dedicated fans and new audiences.

The Band

New World Men delivers *RUSH*'s sound and energy with precision, combining technical skill with multimedia innovation.

01

Marc Girard

With over 25 years in the music industry as a sound engineer, producer, and bassist, Marc has worked with artists including *Paul McCartney*, *Simple Plan*, and *Cirque du Soleil*. His background in progressive rock and audio production shapes the band's sonic identity.



02

Matt Grou

Matt performs the dual role of drummer and lead vocalist, executing *Neil Peart*'s complex drum parts while delivering *Geddy Lee*'s demanding vocal lines with accuracy and control.



03

Frank Larouche

A graduate in music from Université de Montréal, Frank is a versatile multi-instrumentalist and educator with extensive teaching experience. His attention to detail allows him to faithfully interpret *Alex Lifeson*'s distinctive playing style.



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Our Numbers

01. Touring

New World Men has built a strong touring presence across North America, performing over 100 shows across five Canadian provinces and two U.S. states.

02. Tickets Sales

The band has sold more than 30,000 tickets, demonstrating consistent audience demand across venues of varying capacities.

03. Audience Target

RUSH fans are known for their loyalty and strong word-of-mouth engagement. The core demographic typically consists of established music fans aged 45+, though performances regularly attract multigenerational audiences.



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Socials

New World Men maintains an active digital presence with 74,000 *Facebook* followers and multiple videos surpassing one million views on the platform.

Online engagement reflects strong international support, with *RUSH* fans from around the world consistently praising the quality and accuracy of the band's performances.



facebook.com/newworldmenband



youtube.com/newworldmenband



newworldmen.com

On *YouTube*, the band has published over 40 videos, many exceeding 25,000 views and several surpassing 100,000 views, demonstrating strong engagement within the tribute market.

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Moving Pictures

A Curated Playlist

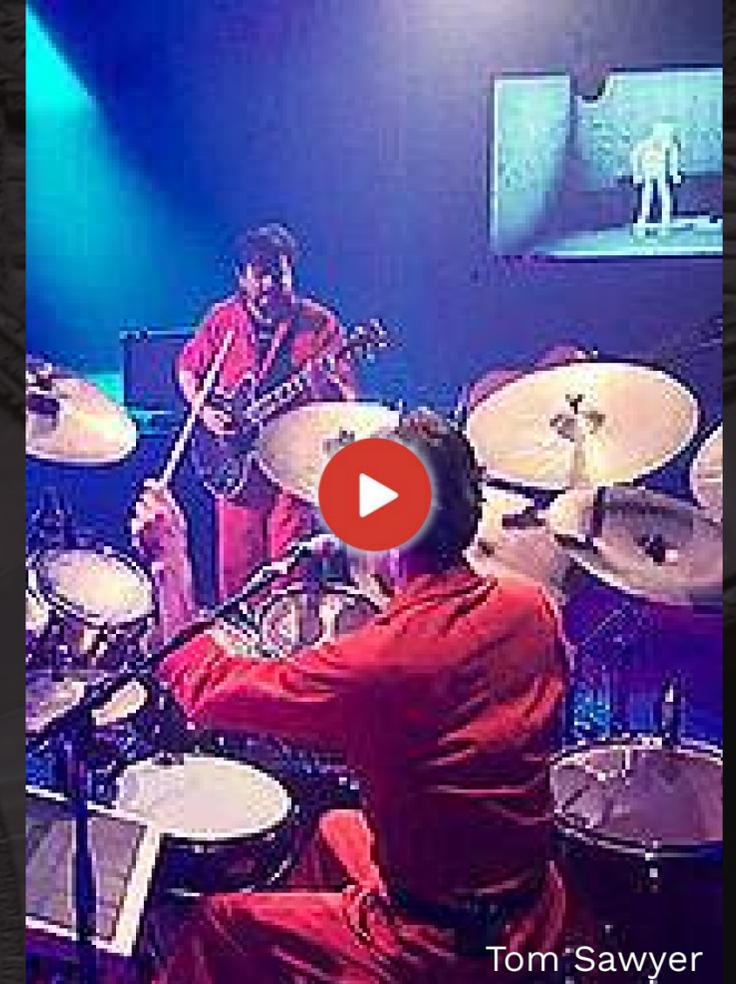
New World Men presents the energy and signature sound of *RUSH* through a curated selection of live performances that highlight the band's technical precision and musical depth. These performances reflect the intricate arrangements and distinctive character that defined one of rock's most influential trios.

The repertoire includes established classics such as *Tom Sawyer*, *Freewill*, and *The Spirit of Radio*. Their performance of *Subdivisions* has resonated particularly strongly with audiences and has become the band's most viewed video, surpassing 100,000 views on YouTube.

The video thumbnails displayed on the right are clickable and provide direct access to full performances online, allowing presenters and audiences to experience the **New World Men** production firsthand.



Subdivisions



Tom Sawyer



Freewill



Spirit of Radio

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From The Press

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It all started by chance a year and a half ago: a project to create a tribute to RUSH with long-time friends, followed by the recording and release of a version of "Tom Sawyer" on YouTube. The reception was good. New World Men was born.

"Our mandate is to reproduce the band's sound universe, not their look. We keep our own personalities," explains Mathieu Groulx.

In any case, reproducing RUSH's music is already no small feat. Any music lover knows that. RUSH fans do too, and you won't get away with much easily. "We do a lot of production work, in addition to being very meticulous about details, because the fans will notice."

And RUSH fans are always there. "They love RUSH. Period. We have spectators who have seen us six or seven times."

The three musicians in the tribute band are, of course, huge RUSH fans.

"Discovering RUSH was a turning point in our teenage lives. The band reignited the flame."

Mathieu Groulx might soon be anticipating another turning point, as the original band's drummer, the legendary and almost inimitable Neil Peart, is reportedly considering retirement. This time it's for real, as he had already put his professional activities on hold after his son's death.

A situation that would be to New World Men's advantage, as they would continue to play RUSH on stage. "Our goal is to reproduce the sound and atmosphere of the original recordings" says Mathieu Groulx with a laugh, nervous a few days before a show in L'Assomption.

"We create magical moments for people. They don't come to see RUSH, they come to hear RUSH and see us. Out of nostalgia and love," summarizes the 33-year-old drummer, who teaches yoga when he's not playing in venues.



Hugo Meunier

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From The Press

THE ULTIMATE RUSH TRIBUTE ACT COMING TO BRITISH COLUMBIA

After performing to sold-out shows throughout Eastern Canada, New World Men: The Sound of RUSH, is bringing the tour to British Columbia for the very first time.

Grab your tickets now for this engaging, high-energy show at the Chilliwack Cultural Center on May 29. This Canadian power trio has been turning heads for over a decade.

Expect a pristine rendition of the RUSH classics, immaculate sound quality, and multicamera / multimedia live video broadcast. “

Our goal is to authentically deliver the sounds that RUSH fans know so well – Analog Kid, YYZ, Subdivisions, Xanadu, Spirit of Radio, Passage to Bangkok, 2112 Overture, Tom Sawyer, and so many more. We don't intend to look like the originals, but we certainly do our best to sound like them!” — Matt New World Men's show is a roller-coaster of high-octane rock music with epic guitar solos, drum fills, Geddy Lee's unique singing style, and intimate acoustic moments when the band takes you back to the early days of RUSH.

“We want our show to be something you experience almost as a story, not just a delivery of one song after the next. That's what we strive to achieve.”— Matt

Grab your tickets and bring your friends because this is an evening you're sure to remember.



From The Press

THE PROFESSOR' PASSES AWAY: RUSH DRUMMER NEIL PEART DIES AT AGE 67

Mathieu Groulx, singer and drummer of the band New World Men, which pays tribute to RUSH, was in shock when he learned the news.

The band received the news just a few hours before taking the stage at the Centre d'art La Chapelle in Québec City.

"Neil Peart is a defining drummer in the history of music. He is an icon, much like John Bonham of Led Zeppelin. He had a musical vocabulary all his own and did things that were uncommon. He left a lasting mark on rock music with his style, influenced thousands upon thousands of drummers, and was also an outstanding lyricist. We are all shaken," he said in a telephone interview.



Yves Leclerc, Agence QMI

Reviews

Night after night, from the first note to the final encore, fans rise to their feet in celebration of the music and spirit of *RUSH*. Here's what audiences are saying after experiencing the power, precision, and passion of New World Men live on stage.



01. Robert

Great band, amazing tribute to RUSH. Close your eyes and you hear Geddy and the boys. The guitarist plays exactly like Alex Lifeson. These guys are spot on, full of energy. On fire Saturday night they slammed the tunes with gusto all night. Also, you can meet them after the show in the lobby. They are all accomplished musicians and really nice guys. All dressed , I'd see them again any time, if you get a chance to see them, GO!



02. Joel F.

Everything was fantastic. The venue is great. Excellent sightlines and sound. The band was spectacular and delivered an outstanding performance! They deliver RUSH music in such a wonderful way. I'll be there next time they're around!



03. David

These guys are fabulous musicians. The songs are played exactly like the original RUSH albums. They sound and look great. Everyone was singing along and going nuts, like we did back in the day with Geddy and the boys. The drummer plays and sings! He sounds just like Geddy. The bass player drives the beat to a tee. The guitar player has lightning fast fingers and lights up the room with incredible gusto. After the show you can meet them out front. Super humble and down to earth guys. Do go see them if they are in your area. Third time for me, and I will go back.

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Contact Us

For booking inquiries, technical specifications, or additional information, **New World Men** invites presenters and event organizers to make direct contact. The team responds promptly to ensure efficient coordination and clear communication for upcoming engagements.



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For any further questions, requests, or feedback, inquiries are welcome at any time. Additional details can be provided as needed to support planning and decision-making.

