



SONGWRITING AND COMEDY TEAM INVENTS NEW BREED OF PODCAST, THE “PODCOM,” AND THE RESULTS ARE HILARIOUS

Original Serial Podcast Breaks all the Rules with Innovative “Sitcom-Meets-Podcast” Formula

Los Angeles, CA – February 2, 2021 – What would you get if you crossed the ever-popular TV situation comedy format with the all-audio medium of a podcast? The answer is ***Hammer Alley***, the new series developed by songwriters **Kaufman, Perri and Friends** that turns podcasting upside down with a unique new formula they call ‘The Podcom.’ For this project, the veteran songwriting duo teamed up with a band of stand-up comedians, voice talents, musicians, and studio techs to produce what they describe as “a mockumentary of an ‘80s rock band with an absolute dumpster-fire of a career.”

“***Hammer Alley*** had it all,” says **Alice Cooper** in an episode one cameo. “Back in the ‘80s, there were a thousand bands trying to make it in the world of rock. Most of them sucked. But there was one band that had it all, ***Hammer Alley***.” So where did it all go wrong? That’s the rub. The situational hook that pulls you in from the start and keeps you binge-listening through all five episodes of season one.

“We wanted to do something fresh,” said **Chris Perri** (music) who, together with **Marcus Kaufman** (Lyrics), wrote the original score that punctuates the podcast with over-the-top period music. “Hey, there are some truly funny comedy podcasts out there,” said Perri, “and we aren’t taking anything away from them. But we wanted to do something with a story arc, a soundtrack, great character acting, audio gags, and above all, the real feel of an ‘80s rock band

– a situation comedy about a star-crossed group of guys packaged up as a podcast. I think we nailed it.”

Hammer Alley is for fans of rock & roll, docu-comedy, and sarcasm -- or anyone who needs a laugh right now (e.g., everyone). It’s available now on all platforms including, [Apple Podcasts](#), [Spotify](#), [Google Podcasts](#). The five-part series reveals the scandalous story of what happened as "**Slim Jimmy**" Simmons, **Dash Wilcox**, and **Stixx** (with two exes) get an out-of-the-blue encore run at stardom. Will it be "second verse, same as the first," or will they finally make it to the top?

Check out the official podcast website at HammerAlleyRocks.com. And for more information on Kaufman, Perri *and Friends*, visit their story at KaufmanAndPerri.com.

And speaking of K&P, **Hammer Alley** is a flashback mockumentary of an ‘80s rock band with a realistic feel that comes only from being there. Chris (Johnny) Perri is a lifelong musician, composer, and former lead guitarist for the ‘80s rock band **Eddie and the Tide** (Atlantic Records). The band scored two top 100 singles (*One in a Million* and *Weak in the Presence of Beauty*) before disbanding in 1990 after six successful albums and hundreds of live performances. Marcus Kaufman is a professional writer and vocalist still rocking the hair and attitude of the ‘80s. The "*Friends*" are stand-up artists, studio talents and recording engineers who have all lived and loved their own personal "Hammer Alleys."

[Click here](#) for a **Hammer Alley** press kit with additional information and show artwork.

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