



The Sham – Press Kit.

THE SHAM — BELIEF IS ALL

The Sham are the essential tribute act to the iconic British rock band The Jam, capturing the fire, precision, and unmistakable energy that defined one of the most influential groups of the late 1970s and early 1980s.

Consisting of three brothers — David, Adam, and Ian Shamma

The Sham faithfully recreate the roles of Paul Weller, Bruce Foxton, and Rick Buckler on guitar, bass, and drums respectively. Their performances channel the spirit of The Jam's classic line-up, combining sharp musicianship with the raw intensity that made the originals legendary.

Drawing on material from all six of The Jam's studio albums, as well as non-album singles and B-sides, The Sham deliver a comprehensive celebration of the band's entire LP catalogue — from *In the City* to *The Gift*, and everything in between. This includes the big hits like *Town Called Malice*, *Going Underground*, and *The Eton Rifles* as well as firm fan favourites like *Down In The Tube Station at Midnight* and *The Modern World* as well as more obscure material such as *The Butterfly Collector* and *Smithers Jones*. There is something there for everyone, from the casual fan right through to the Jam obsessive.

Where It All Began

Three brothers growing up in small-town England. A stack of Beatles singles spinning on the Dansette. An obsession with music and football, fuelled by trips to their grandparents in Wolverhampton — the roar of Molineux and the weekly visits to working men's clubs exposed them to the noise and excitement of live music from an early age.

Seeing The Jam perform *All Around the World* on *Top of the Pops* in the summer of '77 and knowing something had changed forever.

“I became obsessed – this band looked incredible and sounded even better – it was visceral. I knew then this is what I wanted to do – play music live – look cool and change the world.” David Shamma

As it was back then, David bought his first guitar from the back pages of *NME*. Struggling through the first Clash songbook in his bedroom with a stack of records in the corner, the brothers quickly realised that playing together in a band would be the way they could practice and learn quickly.

Forming their first originals band, playing the Marquee, The Mean Fiddler, The Dublin Castle, The Borderline, The Bull and Gate, and countless other London venues, the band The Honeytrap started getting noticed. Opening for The Soup Dragons, Kingmaker, Dodgy, and a host of '90s acts too numerous to mention. Releasing their

own single. Splitting up when the dream of success from their own music seemed out of reach. Yet the band could not find anything else to scratch the itch for performing live.

The band reformed and returned years later with singer Natalie Nitro and Adam's teenage son Dan (who is now the Sham's soundman) to form the successful covers band Another Girl Another Planet, performing hundreds of shows. Then, with parenthood on the horizon, finding a new direction — a return to The Jam and music of their youth. Like any of the other great feuding brothers in bands stories the formation of The Sham wasn't always plain sailing.

“We’ve played together for this long and still not managed to kill one another yet, so that’s a bonus”. Adam Shamma

“The first three months of this project involved us being locked in the rehearsal room arguing about how the songs actually go, not how we remember them going, but it got better and better and after six months it was ready to take it to the stage”
Ian Shamma

And so, The Sham was born: a loving, electrifying tribute to The Jam.

“Admittedly – it’s much harder work now, imitating a band who had the energy of youth on their side but we give it everything we have. You can’t be a tribute band unless you give the most authentic performance you can. As a Jam fan, it’s what I expect to see and as a musician I take notice of the gear bands use and we’ve built our set-up around that same authenticity.” David Shamma

“When I saw the black 1977 Fender Precision bass for sale I knew I had to have it. It’s impossible to trace, but the story lines up – to possibly have Bruce Foxton’s actual bass in the band made it clear to us, we have to be a Jam tribute band”
Adam Shamma

What Have They Learned?

“BELIEF IS ALL.”



Figure 1 Left to Right – David Shamma as Paul Weller, Ian Shamma as Rick Buckler, Adam Shamma as Bruce Foxton



Figure 2,3 A dynamic, authentic and essential Jam Tribute