

Press Release Objective & Thought Process

This press release I created for an independent musician named Brandhi Irvon while working on the marketing and promotions team for his sophomore music release, *The Renaissance Room*. The objective was to make journalists want to learn more about Brandhi and do a story on him. I wanted the reader to get a good understanding of 1) what his musical style was like through tone and colorful description, 2) the breadth of his talents (music and visual artistry), and 3) his connection to a meaningful cause (diabetes) that has touched him personally. As a result, we were able to get a number of news stories done in newspapers, magazines and TV, not only in the U.S. but internationally as well.



N.O.T.E.

NOT OF THIS EARTH ENTERTAINMENT

For Immediate Release

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**SINGER/SONGWRITER BRANDHI IRVON TO RELEASE NEW ALBUM, *THE RENAISSANCE ROOM*
Benton Harbor, Mich., Native is Back With Much-Anticipated CD and Inspiring Paintings,
With Plans to Donate Part of Proceeds to Diabetes-Related Causes**

ATLANTA – For those who have been waiting patiently, he is back! For those who don't know him, introduce yourself to Brandhi Irvon and let him touch your soul. You'll be glad that you did.

It's been 9 years since this Atlanta-based artist's last CD release and his long-awaited sophomore project, *The Renaissance Room*, is set for release on August 10. As in his first release, *Imagination Fruit*, Brandhi's talent for storytelling and emotional expression through song is still strongly evident. Winning 14 Georgia Music Industry Association (GMIA) awards for songwriting, there seems to be a consensus that Brandhi is a genuine tunesmith.

Not only is there a wonderful lyrical journey to be taken on *The Renaissance Room*, but there is also an equally beautiful musical path to explore. Earth-toned percussions peppered with African and Aboriginal rhythms, smoky bass lines, standout guitar licks, warm flute, heart-piercing vocals as well as a sultry live horn section color this album. With such a musical mix an incredible ride is in store, filled with pleasant surprises as each song unfolds.

Truly a Renaissance man, besides writing, producing, arranging and playing instruments for *The Renaissance Room*, Brandhi has also created a series of oil paintings inspired by the songs – exploring yet another artistic form to further bring his expressions to life. "It was strange how it happened. In one room at home I started working on new songs, not necessarily for any project ... just writing what I felt. In another room, I started painting expressions that seemingly had nothing to do with the music until it started to become obvious that one was influencing the other. The paintings evolved as I wrote the songs, quite unintentionally ... almost taking on a life of their own. I then saw that I couldn't separate the two art forms. It felt so unique and electric that I felt compelled to do a complete project."

There is truly no one way to describe Brandhi's musical sound. The Michigan-born artist prefers the term "New Age Soul". This provides, for him, a melting pot where he pours pop, folk and blues over his R&B roots to create musical colors uniquely his own. "I used to be concerned about who would listen to or like my music – The R&B listeners or the James Taylor/Tracy Chapman crowd? The funkateers, or Sade listeners? Now, I am comfortable enough with myself and my art to where I just let it flow. It will find its listener."

In honor of his father, Melvin E. Wooden, who passed away due to complications related to diabetes, Brandhi will donate part of the proceeds from the sale of *The Renaissance Room* to diabetes-related causes. "My father and many aunts and uncles have passed away as a result of complications from diabetes. My father lost both legs and his sight. No one should have to experience that. I would like to do my part in helping to educate and eventually finding a cure."

There is something to be said for patience and anticipation. But hopefully, it won't be another 9 years before Brandhi provides more head-bopping, toe-tapping, soul-stirring and thought-provoking music enveloped around quality songwriting and compelling storytelling ... honest, sensitive, sensible, sensual songs we truly want to listen to – and love.

But for now, the wait is over. Hit "play" and come inside The Renaissance Room. You will never want to leave.

Since childhood, Brandhi Irvon knew that performing was "in his blood" and has enjoyed success throughout his career as a singer, songwriter and now, visual artist. He has performed internationally and in several U.S. cities and has won 14 Georgia Music Industry Association Awards.

For booking and further information, contact Althea Taite: amtait@gmail.com, or 678.662.7583.