

Press Release

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FOR IMMEDIATE RELEASE: Singer-Songwriter Shannon Hurley Begins Kickstarter Campaign For New Album

New lead single, music video under way



Los Angeles singer-songwriter Shannon Hurley is making a new album and is utilizing Kickstarter to complete production and cover the cost of promotion.

She has successfully used Kickstarter in the past, most recently crowd-funding her buzz-worthy "Flash Gordon" meets "Barbarella" style music video for "Heartbeat On The Radio" from her last album, Switch It On. She is calling on the Kickstarter community to support the release her fifth solo album.

She is actively seeking pledges to fund the album, which will be pop-oriented with mostly upbeat/ up-tempo songs, including the lead single, called "Number One", a bright, power pop tune with hummable guitars by Fernando Perdomo and a grooving bass line provided by Ben Eisen. While most of the songs are already finished, "Number One" still needs to be mixed and mastered. Mixing duties will be handled by Zach Ziskin, who recently worked on Linda Perhacs' critically- acclaimed "The Soul Of All Natural Things". Hans DeKline (whose clients include The Pixies and Lisa Loeb) will be mastering.

The funds will also go towards making a music video to be directed by MF Dinan ("Heartbeat On The Radio"), as well as the manufacturing costs of limited-run CDs, and radio promotion for the single.

The album will close out with a heartfelt and faithful cover of The Pogues/Kirsty MacColl classic "Fairytale Of New York" (featuring a duet between Los Angeles singer-songwriter Brandon Schott and Hurley).

Rewards include early exclusive downloads of the new album, t-shirts, signed CDs, back catalog releases, and customized recorded songs (both covers and originals).

The album is expected to be out by November 2017.

The campaign ends Wed, Feb 8 2017 at 1:07 PM PST.

Click to pledge: https://www.kickstarter.com/projects/shannonhurley/shannons-fifth-and-fabulous-solo-album?ref=creator_nav

KICKSTARTER

For more inquiries, please contact info@shannonhurley.com

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