

MASTERPEACE PRESS RELEASE

ARTIST: Rachel Kerr
ALBUM: Masterpeace
RELEASE DATE: 25th February 2022
EPK LINK: <https://www.rachelkerrmusic.com/masterpeace-epk> (*FOR INVITED GUESTED ONLY- NOT FOR PUBLIC SHARING)

PRESS SHOTS:
<https://drive.google.com/drive/folders/13QtdufWhCGKeKiLD91PPmL-5b9T-ehZn?usp=sharing>

“It’s more than releasing my first album, I’m releasing hope through my musical Masterpeace”. (Rachel Kerr)

More than a debut album, multi-award-winning recording artist Rachel Kerr releases her *Masterpeace* on February 25th 2022.

The UK born singer took four years to release her most authentic, vulnerable and ground-breaking studio release. This is a 11 track debut album which she appropriately entitles her ‘Masterpeace’. Choosing to write and co-produce all 11 tracks herself, *Masterpeace* is an undiluted and unapologetic expression of Rachel Kerr’s most sincere musical work.

“You only get one debut album... it has to be right. I want to be proud and moved listening to it 20 years from now... so after 4 years, finally, I have peace, it’s ready, so I present to you my Master-peace!” (Rachel Kerr)

Whether it’s with soulful, self-approving, positive affirmations, powerful R&B reminders that we are never alone or head-bumping, hip-hop charged anthems reminding us that our best is yet to come- this anthem packed album, paired with Rachel’s world class voice and witty penmanship is a force to be reckoned with.

Undeniable themes such as hope and love are skillfully woven throughout this iconic album and highlight the intense personal journey that Rachel has been on, in the most uplifting, heartfelt and sincere of ways.

“I’m unapologetic that every thread of my music is hopeful and inspirational but also isn’t afraid to tackle the ugliness of being real.” (Rachel Kerr)

The independently released 11-track album takes listeners on the most inspirational and eclectic musical journey. Tracks like ‘I Do’ and ‘Rescue’ are an up-tempo, head-bopping

reminder that we need not look too far to find the ride-or-die love that every human deserves. Whereas the track 'Daddy's Lullaby' is a deeply soulful, vocal-only composition that uses Rachel's voice as the song's sole instrumentation, this song is a heart-felt reminder that listeners are never alone, that our shared human experience and desire for love connects us.

"When I'm going through a challenging time, the only thing I want to feel is companionship, like I'm not alone in this. If Love had a voice, it would sound something like "Daddy's Lullaby" and "I Do". (Rachel Kerr)

A firm believer in the power of positive-affirmations, Rachel's highly-charged songs "I Am" and "Change" are powerful self-affirming anthems, giving listeners a musical soundtrack to elevate their sense of self-worth, self-appreciation and hope for a brighter future. Birthed from a season of insecurity, Rachel wrote "I Am" after receiving an encouraging text from a friend when she was at her lowest.

My world changed when I started to drown out the voices of fear and doubt that lived in my head with the sentiments of "I Am". It's the ultimate self-affirming power anthem"
(Rachel Kerr)

Vulnerable, emotive and empowering songs like "Artist In Me", "Some More", "Almost There" and "Center" highlight the desperate and often lonely pursuit of achieving one's dreams. Rachel admits writing these songs when contemplating ending her musical journey. Listeners can expect to be blown away by the heart-wrenching lyrics, soulful harmonic delivery and highly inspirational overtones.

"As a songwriter it's my job to be creative, authentic and sincere with my vulnerability. I'm not afraid to be vulnerable in my music anymore. Vulnerability has become my superpower, reminding my audience that we are all human. But our hope is that no matter how bad it gets, we continue, we build character and ultimately we win!" (Rachel Kerr)

Like many iconic singers before her, Rachel has chosen to use songs such as "Alive" and "Glory" to pay homage to her gospel roots. Like her esteemed prerunners Whitney Houston, Mariah Carey and many others, Rachel attributes her childhood singing in church to her music skill. She calls the song "Alive" her personal testimony & "Glory" her personal victory, both tracks showcasing her childhood influences in the most uplifting and empowering of ways.

Focus tracks & Message

- **“Change”**: I wrote this song when I first moved to the big city of London on my own. I had lost the job I was depending on to survive and I had no idea what to do but my hope was my life would change for the better. As an act of defiance to my situation I decided to write “Change”. It’s amazing how optimistic thought can actually impact our reality.
- **“Center”** : It’s a nerve-racking journey pursuing your dreams. But this song I wrote almost as a minder to myself to always place love, peace and good intentions at the center of all of my pursuits.
- **“Rescue”** : This song celebrates a heroic love that always pulls you out of the worst situations. I’m so grateful that I have experienced a love like this in my spouse and my faith. My confidence is not often in myself, but the belief that I have forms of love in my life that are almost heroic.
- **“I Do”** : Everyone deserves a ride-or-die love. Too often I hear people talk about enduring a love that isn’t worthy of them. This song reminds us what a real “I got yo back” love sounds like. If we are offered anything less than this, then frankly we don’t want it!
- **“Artist In Me”**: I wrote this at a time when I was contemplating ending my music journey. It honestly monologues the fearful yet hopeful pursuit of many artists, creatives and entrepreneurs fighting for their dreams.

Rachel Kerr Masterpeace Tracklisting

1. *I Do*
2. *Rescue*
3. *Change*
4. *I Am*
5. *Center*
6. *Artist In Me*
7. *Some More*
8. *Almost There*
9. *Daddy’s Lullaby*
10. *Alive*
11. *Glory*

RACHEL KERR

The UK born singer/songwriter is now based between London and the US. This dynamic performer has won a MOBO Award, UK Entertainment award and has received Grammy Award considerations. To date, she has achieved sell out shows in the O2 London Islington arena and has toured America, the Caribbean, Africa and Europe.

Her musical accolades have granted her personal invitations from the UK Prime Minister to attend 10 Downing Street where she was commended for her contributions to music. She was also honored with an invitation to sing for the Former US President.

Her 11 track debut album alongside, 3 official music videos, over 15 live performance visual assets, and official branding photoshoots have been completed in preparation for her debut album release entitled 'Masterpeace'.

Business & Entrpreneurship

Rachel has been an entrepreneur and owned her own business since 2012 opening her own Performing Arts School and vocal training academy : www.singercise.net

Awards, Opportunities and Accolades

- MOBO AWARD (Win)
- Grammy Award (Consideration)
- UK Entertainment Award (Win)
- BET Sunday Best UK TV Judge (Television Personality)
- Sell-out concert, Islington O2 London (Music Achievement)
- Invitation to 10 Downing Street from Prime Minister (Music Achievement)
- Invitation from Former US President (Music Achievement)
- Headlining Tours across Europe, US & Africa

ASSETS

1. **Free Online Concert:** Rachel's fans can access to a 1 hour, free, virtual concert in anticipation of Rachel Kerr's 2022 tour here www.rachelkerrmusic.com
2. **3 Music Videos:** Unreleased music videos for "I Do", "Artist In Me" and "Center" can be found here: <https://www.rachelkerrmusic.com/masterpeace-epk>
3. **Press Shots:**
<https://drive.google.com/drive/folders/13QtdufWhCGKeKiLD91PPmL-5b9T-ehZn?usp=sharing> (More available upon request)
4. **Album Lyrics:**
<https://docs.google.com/document/d/1Pflvrg7zj8BSd4aeJbWV18s0FDIs6i7ManhJbxHFfQE/edit?usp=sharing>

RACHEL KERR 2022 TOUR

(all going well with co-vid restrictions | support acts TBC)

| | |
|-------------------|----------------|
| San Francisco, CA | 1st June 2022 |
| Los Angeles, CA | 2nd June 2022 |
| Phoenix, AZ | 5th June 2022 |
| Dallas, TX | 7th June 2022 |
| Austin, TX | 8th June 2022 |
| Houston, TX | 9th June 2022 |
| Atlanta, GA | 12th June 2022 |
| Nashville, TN | 14th June 2022 |
| Chicago, IL | 16th June 2022 |
| Washington, DC | 19th June 2022 |
| Philadelphia, PN | 21st June 2022 |
| New York, NY | 23rd June 2022 |
| Boston, MA | 26th June 2022 |
| Amsterdam | 29th June 2022 |
| Paris | 30th June 2022 |
| Dublin | 3rd July 2022 |
| Manchester | 7th July 2022 |
| London | 10th July 2022 |

Purchase Link: <https://www.rachelkerrmusic.com/tour>

ALBUM CAMPAIGN RELEASE TIMELINE

As it stands our plan for the album rollout is as listed:

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|--|---|
| 7th February | Digital Media Outreach |
| 17th - 25th February | Album Tease & Countdown |
| 25th February | Album Release |
| 8th March | 1st Visual Release "I Do" |
| 25th February - March (details below) | Aggressive Social Media Content Creation Campaign |
| | Podcast Collaborations |
| | Digital Media Outreach |
| April 24th | 2nd Visual Release "Change" |
| May 24th | 3rd Visual Release "Artist In Me" |
| June tbc | 4th Visual Release "Center" |
| June 1st | Start of the tour |
| July 10th | Tour Ends |

SOCIAL STATS

Combined Subscribership across Twitter, Instagram, YouTube, Facebook: 77,000+

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| Instagram: www.instagram.com/rachelkerrmusic | @rachelkerrmusic | 45,000+ |
| Facebook: www.facebook.com/rachelkerrmusic | | 16,000+ |
| Twitter: www.twitter.com/rachelkerrmusic | | 8,027 |
| YouTube: www.youtube.com/rachelkerrtv | | 7,980 |

PRESS REVIEWS

"Rachel Kerr is fast becoming a household name among music lovers... Rachel is a certified star, one who has dazzled fanatics alongside music icons"

<https://archive.voice-online.co.uk/article/i-make-music-speak-peoples-souls>

"Plain and simple, this woman's high-powered voice, coupled with her gift to inspire others, makes her untouchable."

<https://singersroom.com/content/2017-12-14/rachel-kerr-alive-video/>

"...someone with such powerful voice, who is at the top of her field, and with so many achievements under her belt could be that humble..."

<https://genevievemagazine.com/one-on-one-with-rachel-kerr/>