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# August 2021 New Releases

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**Artist: Various**

**Title: Essential Hit Songs**

**Street Date: August 6, 2021**

**UPC: 194399187821**

**LABEL: Essential Records**

**Price Code: A3**



**KEY SELLING POINTS:**

- New Hits compilation featuring top selling artists and songs
- Second release in the Essential Hits Series
- Features established and brand-new artists
- Priced right for exceptional add-on purchase

**ADDITIONAL INFORMATION:**

The second installment of the Essential Hits series features hit songs from today's Top Christian Artists as well as introducing some songs that are quickly rising to the top of the charts by brand new artists. Highlights include the radio hits "Nobody" by Casting Crowns & Matthew West, "Scars" from I AM THEY, "Hills & Valleys" from Tauren Wells, "There Was Jesus" by Zach Williams & Dolly Parton and the Breakout single from 2021's Best New Artist CAIN, "Rise Up (Lazarus)".

**TRACK LISTING:**

- |   |  |
|---|--|
| 1. Nobody – Casting Crowns with Matthew West        | 7. The God Who Stays – Matthew West      |
| 2. Rise Up (Lazarus) – CAIN                         | 8. Believer – Rhett Walker               |
| 3. There Was Jesus – Zach Williams and Dolly Parton | 9. Mean Girls – Leanna Crawford          |
| 4. Hills & Valleys – Tauren Wells                   | 10. What Love Looks Like – Elle Limebear |
| 5. Alive & Breathing – Matt Maher                   | 11. Great You Are – Jordan Smith         |
| 6. Scars – I AM THEY                                | 12. Hallelujah Even Here – Lydia Laird   |

**TOP MARKETS:**

New York, NY \* Atlanta, GA \* Los Angeles, CA \* Dallas-Ft. Worth, TX \* Washington, DC \* Chicago, IL \* Houston, TX \* Philadelphia, PA \* Charlotte, NC \* San Francisco, CA

**HOMETOWN MARKET:**

NA

**Artist: Travis Greene**

**Title: Oil and Water**

**Street Date: August 20, 2021**

**UPC: 194398587820**

**Price Class: A3**

**LABEL: RCA Inspiration**



**KEY SELLING POINTS:**

- Billboard Music Award and 11-time Stellar Award Winner
- Multiple Award nominations including GRAMMY®, Dove Award and Soul Train Music Awards
- Strong history in Gospel and Contemporary Worship music
- First single, “Hold on Me” featuring Kirk Franklin and John P. Kee is impacting radio now

**ADDITIONAL INFORMATION:**

Travis Greene is a fiery creative progressive in Contemporary Gospel, utilizing the full spectrum of modern sounds and genres from which to share his musical offerings. His latest album, ***Oil and Water*** – an all-star studio project almost completely created during the 2020 quarantine due to COVID-19 – is 10 songs of fervent and humbled praise from a voice like no other. Joining Travis, his trusted band of co-producers and musicians on this emotional journey is an enviable cast of fully anointed apostles that reads as follows: Kirk Franklin, John P. Kee, Tasha Cobbs Leonard, Kierra Sheard-Kelly, Anthony Hamilton, Mali Music, Le’Andria Johnson, Darrel Walls, D’Nar, Todd Dulaney and MDSN.

The result moves in starkly acoustic, often classically operatic motif’d surrender for what 11x Stellar Award-winner and 5x GRAMMY®-nominee Greene calls a “refresher” on why we love The Lord with every fiber of our soul, heart and mind.

**TRACK LISTING: (not final list/sequence)**

- |   |  |
|---|--|
| 1. Oil and Water feat. Anthony Hamilton           | 6. Search Me feat. Tasha Cobbs Leonard |
| 2. Easter feat. Todd Dulaney                      | 7. Love Song feat. MDSN                |
| 3. Hold on Me feat. Kirk Franklin and John P. Kee | 8. Somehow feat. Kierra Sheard-Kelly   |
| 4. Wonder feat. Le’Andria Johnson                 | 9. Dependable feat. Darrel Walls       |
| 5. La La feat. DNar                               | 10. Close the Door feat. Mali Music    |

**TOP MARKETS:**

Atlanta, GA, Washington, DC \* Dallas-Ft. Worth, TX \* New York, NY \* Detroit, MI \* Philadelphia, PA \* Charlotte, NC \* Chicago, IL \* Houston, TX \* Richmond, VA

**HOMETOWN MARKET:**

Columbia, South Carolina

**Artist: Rhett Walker**

**Title: Gospel Song**

**Street Date: August 27, 2021**

**UPC: 194399192429**

**LABEL: Essential Records**

**Price Code: A1**



**KEY SELLING POINTS:**

- “Gospel Song” Top 5 radio single
- Includes single co-written by Matthew West
- Includes a feature by Country artist Jimmie Allen
- Fall 2021 headlining tour
- Grammy and Dove award nominated artist
- Hosts podcast called the *Front Porch Gospel Podcast*

**ADDITIONAL INFORMATION:**

Grammy and Dove Award nominee Rhett Walker releases his new EP, **Gospel Song**, featuring four new songs. Following the success of Rhett’s 25 week top 10 radio single “Believer”, Rhett comes back even stronger with his fastest rising single ever, EP title track “Gospel Song”. Currently, top 5 at radio, “Gospel Song” is primed to continue climbing the charts and changing listeners lives for the better. “This song is a reminder that God is still in the business of redeeming stories and changing lives,” Rhett shares about the poignant tune. “It’s easy to lose our focus and be surrounded with negativity, so I wrote this song to help refocus each day and look to the Gospel and its good news.”

In addition to “Gospel Song”, the EP boasts songs written with reputable artists in both the Christian and Country genres as Matthew West and Jimmie Allen lend their vocals and writing talents to help promote the message of God. With its joyful and uplifting songs, the **Gospel Song EP** encourages listeners to fill their hearts with faith instead of fear and to always look for the positive in all situations.

**TRACK LISTING:**

1. All Joy No Stress
2. Let’s Go Down
3. Gospel Song
4. Alright (featuring Jimmie Allen)
5. Revival

**TOP MARKETS:**

Dallas/Ft. Worth, TX \* Los Angeles, CA \* Atlanta, GA \* Chicago, IL \* Houston, TX \* New York, NY \* Charlotte, NC \* Seattle, WA \* Washington, DC \* Minneapolis/St. Paul, MN

**HOMETOWN MARKET:**

North Augusta, SC; Nashville, TN



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Artist	Title	Media	UPC	Price	Order QTY	DEMO
<b>New Releases</b>						
<b>Various</b>	Street Date: <b>08/06/2021</b>					
	Essential Hit Songs	CD	194399187821	\$5.80		
<b>Greene, Travis</b>	Street Date: <b>08/20/2021</b>					
	Oil and Water	CD	194398587820	\$5.80		
<b>Walker, Rhett</b>	Street Date: <b>08/27/2021</b>					
	Gospel Song EP	CD	194399192429	\$3.47		



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Artist	Title	Media	UPC	Price	Order QTY	Demo
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**BACK TO SCHOOL 2021**

Promotion Dates: 8/20-10/1/21						
Retailer Prices Valid: 8/2-10/2/21						
The Skit Guys	Night of Laughs	DVD	194398421896	\$5.80		
Maher, Matt	Alive & Breathing	CD	190759592724	\$9.99	42%	
Triumphant Quartet	Bigger Than Sunday	CD	643157449232	\$9.99	42%	
Various	Silver Dollar City's Diamond Jubilee: A	CD	643157448297	\$9.99	42%	
Cameron, Kirk	Connect	DVD	602341010290	\$9.99	42%	
Casting Crowns	Only Jesus	CD	602341022125	\$7.99	42%	
Elevation Worship	Graves Into Gardens	CD	032733873521	\$7.99	42%	
The Kramers	The Hope Of All Tomorrows	CD	643157448341	\$7.99	42%	
Donald Lawrence Presents The Tri-City Singers	Goshen	CD	084418098026	\$7.99	42%	
SEU Worship	A Thousand Generations	CD	194397773422	\$5.00	40%	
Various	Woodlawn	DVD	602341007597	\$5.00	40%	
Various	Facing The Giants	DVD	602341002899	\$5.00	40%	