

PRESS RELEASE: LET IT OUT ALBUM

RELEASE DATE: 22ND JULY 2022



Contact:

Mari Gikaru

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Singer-songwriter **Mari** is bringing his debut album '**Let It Out**' to your favourite streaming service. Following the release and success of the CD version in 2018, he has decided to share the body of work with the rest of the world. Those who did not have access to the CD can listen to previously unheard tracks from the album.

'Let It Out' embodies Mari's signature lyrical and song-writing prowess. He blends a mix of pop and the singer-songwriter vibe with R&B and an Afro-centric sound to bring a unique flavour to the ear. The songs take you for a ride on an emotional rollercoaster, following the story of a young man's journey through love, heartbreak, and a passion to follow his dreams.

"The album tells the story of a young man finding love, going through heartbreak, raising a child, and following his dreams. It holds a deeper meaning, telling the story of the African continent as the young man, from the start of colonial times to present day struggles and achievements" comments Mari explaining the message behind his work.

The album will be available to stream and download on major music streaming platforms worldwide.

Editor's Note

Mari is a singer-songwriter based in Nairobi, Kenya who does conscious music (music with a message that relates to everyday life experiences). His career spanning from 2009 has seen him grow to perform in some of Kenya's most prestigious venues and get recognition both locally and internationally. His music has reached audiences in over 100 countries worldwide cutting across continents from Africa to Europe, North America to South America, Asia to Australia. At the height of the COVID pandemic, his music was streamed in 130 countries on major music streaming platforms globally. At the start of 2021, he was nominated in The Rampage Music Awards for 'Best Male Vocalist' and 'Entertainer of the Year' categories.

With his debut single 'Happy to be Yours' getting featured on Africa's popular 'Channel O' after release in 2012, Mari embarked on the journey to his debut E.P 'Let It Out EP'. Its 1st single, 'Matilda An Acoustic' released in 2014, saw him grow his career further. One of the highlights was an interview feature on Zuku Entertainment's TV filler, 'Raw Sessions', which popularly aired in the Eastern and Southern Africa regions. He went on to release the E.P. in 2015, whose success climaxed with one of the singles 'Break of Dawn' being selected as the soundtrack for a movie on one of Africa's largest TV networks, M-net. It was featured as the soundtrack for the 'Flowers & Bricks' movie.

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The 16-track CD of the 'Let It Out' album was released in November 2018, with a 10-track version released exclusively on Boomplay in January of 2019. The release has proved to be a success with select singles from the album currently on rotation on several radio stations in different countries around the world including the US, UK, Canada, France, and Kenya, among others. A few of the songs have also been featured on several charts worldwide including the top 10 pop chart on Indie Rampage Radio, top 100 chart on Digital DJ Pool, and top 50 pop charts on Boomplay in Kenya, Cote d'Ivoire, and Guinea.

He has since performed songs from the album on multiple stages, including the main stage at the annual ONGEA Eastern Africa Summit, arguably the region's biggest music conference. As a strong advocate of keeping safe during the COVID pandemic, Mari was among select artists chosen to perform at the "Together at Home" virtual concert, a Kenyan government initiative to create awareness of the spread of Covid-19. The production has been airing on local TV stations since June 2020.

PRESS

"...his music sneaks into your heart, his lyrics sip into your soul..."

– Indie Music Reviews

"...a young passionate Kenyan musician attracting international attention..."

- Kenyan Musik

"...is definitely an artist to watch out for..."

– Boombuzz Kenya

Listen to Mari on your favourite music streaming platform and interact with him on his social media handles to find out more on his musical journey via the smart link below.

<https://listen.to/Mari>

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