

the media *collective*

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For Immediate Release

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**ROBERT PIERRE RELEASES SOPHOMORE ALBUM *IDENTITY* NATIONWIDE ON
APRIL 28**

The 16 Year Old Singer's "Jesus" Causes Stir at Radio

Nashville, Tenn. Apr. 15, 2009... After giving away 100,000 copies of his sophomore CD *Identity* for charity in partnership with Family Christian Stores, teen singer Robert Pierre is gearing up to release *Identity* nationwide on Apr. 28 in the midst of his first radio single "Jesus" getting rave responses from stations across the country.

Produced by Matt Bronlewee (DC Talk, Steven Curtis Chapman, Tobymac), *Identity* includes 10 tracks such as "Jesus," "Breaking My Heart" and "Don't Miss This." Three of the new songs were even written by the high school sophomore who titled his record *Identity* after performing for over a quarter of a million people on the road and realizing that his generation was having an identity crisis and needed to be reminded of their identity in their creator. The record will release on thinkaboutit records through Provident/Integrity Distribution.

After a three and a half month long promotion with Family Christian Stores in late 2008, Pierre gave away 100,000 copies of his April 09 release *Identity* to Family Christian Stores' The James Fund helping raise over \$800,000 for this charity that helps widows and orphans both locally and worldwide. The organization provides adoption assistance to partner agencies as well as hands-on orphan care and quality of life initiatives that make differences in the lives of orphans and widows.

Pierre kept radio programmers in suspense about his own identity with his team and him strategically launching a mystery artist promotion in March garnering the attention of Family Life Network and even his hometown radio station, WPOZ in Orlando. Below is just a sample of programmers' reactions after hearing "Jesus."

"Our listeners love Robert's fresh, new sound. They've made 'Jesus' the most requested new song at WFRN!"

- WFRN South Bend-Elkhart

"This is a phenomenal song that speaks directly to anyone who is at all honest about his or her feelings and needs... I worship every time I hear it."

- The Morning Cruise With Suz, 90.7 FM WCVK Bowling Green & 91.7 FM WJVK Owensboro

"We've had great phones on Robert Pierre's 'Jesus' single - people like it's bright, upbeat message and simple, upfront production."

- Family Life Network

Pierre just recently finished a music video for the single "Jesus." Director Eric Welch from Broken Poet Productions is known for his work with artists from MercyMe and Rodney Atkins to his award nominated videos for TobyMac and Heidi Newfield. The video is still in post production, releasing around the street week.

Robert Pierre is a 16 year-old sophomore who plays high school basketball, leads student worship at his church, is involved in student leadership at his school and is a national recording artist. Identity will be the follow-up project to Inside Out, Pierre's freshman release on thinkaboutit records.

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