

# PUBLIC RELATIONS



**GINNY LUKE**  
**EMERGES FROM BACKGROUND PLAYER TO CENTER STAGE**  
**WITH RELEASE OF HER DEBUT SOLO VOCAL ALBUM,**  
**'DEVIL AT MY HEELS,'**  
**DUE OUT NOVEMBER 1 ON KZZ MUSIC/BLUE ÉLAN RECORDS:**  
**"YEAH YEAH YEAH" SINGLE OUT TODAY**



August 7, 2024 -- You may not know her name (yet), but you have definitely heard her signature sound. Ginny Luke has already made a name for herself for over a decade performing the violin on albums and as part of live appearances with artists spanning all genres of music, including Foo Fighters, Snoop Dogg, Bebe Rexha, Finneas, Nicki Minaj, Meat Loaf, and most recently as part of AJR's U.S. tour. Now it's time for her to step into her own spotlight and stand front-and-center as a singular new rock star with stunning musical pedigree, fiercely resonating vocals, and brave, timely lyrics exploring personal liberation and empowerment.

Her highly anticipated and long-awaited debut solo vocal album, *Devil at My Heels*, announces that arrival. Due out November 1 on KZZ Music/Blue Élan Records, the album combines melody, muscle, and message into an irresistible and immaculately executed 12 tracks bristling with anthemic hooks, soaring singing, and Luke's signature approach to violin as a scintillating rock instrument. It's boldly evidenced in the title track featuring Orianthi, which was released earlier this year as the first single and video which has already racked up over 34,000 views and can be seen on Luke's official YouTube [page](#).

The album's second single, "Yeah Yeah Yeah," is out today on all [digital outlets](#), including her official [YouTube page](#).

"It's badass melodic rock with scorching violin," Luke enthused. "And a declaration of my autonomy and the journey of understanding my human experience."

Born in Dubuque, IA, Luke has always been a songwriter and solo artist, who began releasing instrumental albums as early as age 9. With so much top tier recording and performing experience and a catalog of world-class compositions, it was time to not only showcase her songwriting and singing on *Devil at My Heels*, but also to share a sexual assault experience as a cathartic and inspiring reclaiming of her identity.

"I want to be in control of the message and the emotional environment I create," said Luke, an outspoken advocate for women and young musicians. "With this amount of musical experience under my belt, I have a lot to say. And I want women to be more courageous, so I feel like I'm leading by example."

Produced by Dave Darling (Def Leppard, Brian Setzer) and Zackary Darling (John 5, Eric Gales) and influenced by the likes of Dorothy lead singer Dorothy Martin and Stevie Ray Vaughan, *Devil at My Heels* is an unapologetic alchemy of big riffs, huge hooks, and brave statements. Luke's vocals ooze sexual energy and Joan Jett swagger, her album further set apart by fiery electric violin that brazenly bucks preconceptions of that instrument.

"The Electric Violin *is* the instrument of the album," says Luke. "It's synonymous with my voice." And her voice is just as impressive. Luke tapped into a level of raw vocal performance that feels liberated, raw, full of force and aggression – the kind that's meant to empower those around her, that's not going to let anyone or anything stand in her way.

The album includes some notable and powerhouse appearances by some of her favorite fellow female rockers, including guitarist Nili Brosh (Dethklok/Danny Elfman) on "Burn" and Orianthi on the dynamic title track, a power-packed, good, old-fashioned headbanger meant to power up anyone in earshot. Closing out the album is a contemporary slow jam version of the Badfinger classic, "No Matter What."

*Devil at My Heels* mixes up moods with straight-up party songs like the infectious "Yeah Yeah Yeah," and bluesy barnstormers "Burn" and "Do You Close Your Eyes." But, displaying the breadth of her experience and artistry, Luke flips the switch once more with the contemplative, confessional "Woman I Wanted To Be."

"I hope that women identify with songs like 'Woman I Wanted To Be' and that people can experience that and reflect on their own life and challenges, or their own pain," said Luke. "And I hope they can find some answers within themselves from listening to that song and a couple of others on the album."

Long a star in waiting, *Devil at My Heels* confirms that Ginny Luke's time has come and that she has the talent, drive, and vision to establish herself for years to come.

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