

PUBLIC RELATIONS

TOM KEIFER #KEIFERBAND
'RISE'
OUT TODAY ON CLEOPATRA RECORDS:
U.S. HEADLINING TOUR CONTINUES
THROUGHOUT 2019

September 13, 2019 -- TOM KEIFER fans have been waiting six years for new music. That time is finally here.

Today, KEIFER with #keiferband--Savannah Keifer, Tony Higbee, Billy Mercer, Kendra Chantelle, Jarred Pope, Kory Myers—released RISE on Cleopatra Records. It's available on all formats at TomKeifer.com/RiseBuyItNow, including CD (digipak), vinyl (in your choice of red, blue, or green) and digital.

It quickly jumped into the Top 40 on Amazon's "Best Seller" list within hours of its release, and it's currently sitting at #25 on iTunes' "Album" chart for all music genres.

"Rise," the title track, was written by TOM KEIFER, Savannah Keifer with Keifer and Shawna Thompson of Thompson Square. The official music video--directed by Vicente Cordero--recently premiered on Billboard.com and is streaming now on the label's official YouTube [page](#).

"For the 'Rise' video, we wanted to capture the band performing the song with an uplifting look," KEIFER explains. "We chose a plain white studio that just happened to have a matching white grand piano. It felt like the perfect environment for the feel of the song. Director Vicente Cordero did an amazing job capturing the energy of the band in this simplistic, beautiful setting."

"The last line of the second verse of 'Rise,' 'Won't be the last time...I'm gonna rise,' sums up a simple truth," he continues. "Along with all the beautiful good times and highs we are blessed with in life, there will always be those unexpected lows we have to pull ourselves up from over and over. That's the very heart of what the song is about. As much of the entire album's lyrics speak to finding strength in those times of adversity, we felt the song was the perfect title track." KEIFER goes on to say, "As a band, we have experienced so many of the amazing gifts life can bring, but have also walked each other through some very hard times. I think that's why RISE was such a natural, effortless record for us to make. All of the life we have shared together has created a bond that is in the grooves of this record. Each member of the band brought something special to the energy of RISE. It is a truly collaborative creation."

RISE was recently praised by KNAC.com as "...a return to form for KEIFER and company. RISE features a cross section of tunes that cull inspiration from NIGHT SONGS and LONG COLD WINTER with a potent, modern age punch that will please diehard and casual fans alike. There's riffs a plenty, gritty, powerful vocals, and well-crafted ballads, making for a well-balanced listening experience...On RISE KEIFER is showing the kids and his contemporaries how it's done. Well done KEIFER BAND. 5.0 Out Of 5.0"

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KEIFER previously released a lyric video for “Touching The Divine,” as well as a video for the album’s first single, “The Death Of Me,” featured on Apple Music’s “Breaking Hard Rock” playlist. His creative renaissance is fully on display via the eleven tough ‘n’ tender tracks that comprise RISE. Produced by TOM KEIFER, Savannah Keifer, and Kyle O’Connor, RISE scales renewed sonic heights. From the tasty slide work that stamps “Touching the Divine,” the nontraditionally arranged, heavy, dark jam of “Untitled,” the breakneck thrust of “All Amped Up” to the tender coda of “You Believe in Me,” RISE signifies the ongoing evolution of the former Cinderella frontman as a person, songwriter, and bandleader. It’s the aural portrait of an artist who, to borrow a phrase, is still climbing

In touring news, TOM KEIFER and #keiferband have been on a vigorous trek ever since the 2013 release of his debut solo album, and they’re not slowing down anytime soon. Their current headlining tour began July 30 in Nashville, TN and continues through the end of 2019, with more shows being added in the coming weeks and already being planned for 2020.

Check them out at any of the following tour stops:

<u>DATE</u>	<u>CITY</u>	<u>VENUE</u>
Fri 10/11	Knoxville, TN	Cotton Eyed Joe
Sat 10/12	Versailles, OH	BMI Indoor Speedway
Tue 10/15	Flint, MI	The Machine Shop
Thu 10/17	Warrendale, PA	Jergel’s Rhythm Grille
Fri 10/18	Niagara Falls, NY	Seneca Niagara Event Center
Sat 10/19	Akron, OH	Goodyear Theater
Wed 10/23	Indianapolis, IN	The Vogue
Thu 10/24	Green Bay, WI	Green Bay Distillery
Thu 10/31	Milwaukee, WI	Potawatami Bingo Casino
Fri 11/1	Medina, MN	Medina Entertainment Center
Sat 11/2	St. Charles, IL	The Arcada Theatre

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