

# Little Richard & The Little Richard Band

**PRESENTS: SINGLE "TRY TO HELP YOUR BROTHER"  
A HIDDEN GEM RELEASE BY OZONE GOLD**

## **Single Description:**

Little Richard, Hall of Famer & Lifetime Achievement Award recipient, didn't always shine with glitter and glamor. In the early 1970s, Little Richard's band faced financial turmoil that threatened their existence. From these depths emerged the anthem "Try to Help Your Brother," a testament to conquering adversities. Crafted between 1971 and 1973, the song features Little Richard and the talents of bassist Jessie Boyce (Motown), drummer Freeman Brown, guitarists Glenn Willings and Eddie Fletcher, and the soulful vocals of Clydie King. This release not only encapsulates the band's resilience, but the their turning point in Mexico City at "The Forum" venue that led them all the way to London! "Try to Help Your Brother" serves as an enduring message that unity prevails over challenges, as evident in both its narrative and musical expression.

**Marketing: a companion to  
the upcoming memoir  
CALIFORNIA I'M COMIN': AN  
ENTERTAINMENT ADVENTURE  
STARTS HERE**

- A memoir by Keith B. Winslow (writer of single and Little Richard's road manager. Anticipated release Dec, 2023 by Ozone Gold Publishing.

**SURROUNDING MEDIA:** "Little Richard: I am Everything" began airing September 4 at 9pm ET/PT on CNN also available on most streaming platforms.

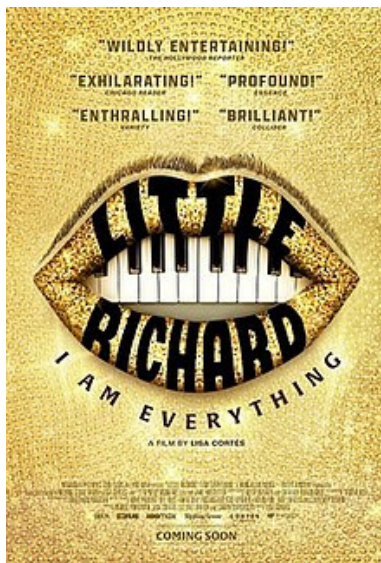
**SOCIAL REACH:** Over 4,000,000 consumers reachable through Little Richard's fan pages; Facebook, IG, Little Richard Honorarium Website, Ozone Gold Website, WVET ([Ontheairtoday.com](http://Ontheairtoday.com)) Radio, & [Ozone Gold Radio](http://OzoneGoldRadio.com).



## Appreciation for Try to Help Your Brother

- ◆ This is the first single of Little Richard's legendary last album.
- ◆ This song embodies musical talents from Jessie Boyce (Motown), Freeman Brown, Glenn Willings, Eddie Fletcher, and Clydie King.
- ◆ Try to Help Your brother is also a chapter in the upcoming memoirs
- ◆ This song and its sound capture Alicia Keys' tone and style.
- ◆ The significance of unity at the particular point in time when Try to Help Your Brother was written still maintains relevant today.
- ◆ Little Richard, the architect of rock & roll, played a pivotal role in launching the careers of icons like Jimi Hendrix, The Beatles, The Rolling Stones, Ike & Tina Turner, & many others.
- ◆ The Little Richard Honorarium Website is dedicated to Little Richard and The Little Richard Band

**MEET KEITH WINSLOW: ROAD MANAGER, NATIONAL BLACK RADIO HALL OF FAME RECIPIENT, MUSIC AND BOOK WRITER; A CENTRAL FIGURE IN THE "I AM EVERYTHING" DOCUMENTARY, EMBODYING A LEGACY!**



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