

LIVE THE ROCK - VOLUME ONE

NEW ROCK IS ON THE HORIZON FROM RFK MEDIA



RFK Media Releases Compilation Album Featuring New Music From Multiple Artists

Press Release - March 2023, from the desk of Ron Keel:

New rock is on the horizon from my RFK Media label, with the release of "LIVE THE ROCK - Volume One," a compilation album of songs we like by artists we believe in.

In addition to bands currently signed to the label - THE FIFTH, Crashing Wayward and Ron Keel Band - we've gathered the best in the U.S., Europe, Australia, and South America; and like the bands, the music is all over the map. From throwback 80's rock to progressive metal, from modern alternative to the swampy sounds of Muscle Shoals and beyond, these acts and their songs deserve to be heard and we at RFK Media are going to do what we can to spread the word.

Compilation albums like this were extremely important in the early days of my career. "Metal Massacre," the first release by the now-legendary Metal Blade Records, became an important catalyst for the 80's revolution and brought together the likes of Ratt, my band Steeler, Metallica, Armored Saint, and Black N Blue (it was the first album any of those bands were on). My next band KEEL first appeared on one of Mike Varney's iconic "U.S. Metal" albums, which launched the careers of so many important musicians of that era. Our "Live The Rock" compilation series keeps that tradition alive.

At this stage of the game, I don't want to spread ourselves too thin by signing a larger stable of artists that we can't promote properly or devote the required amount of resources - time, energy, money - to develop. In addition to running RFK Media with my partners, I remain hopelessly addicted to the guitar, the microphone, the studio, and the stage, so the "LIVE THE ROCK" album series allows me the opportunity to share these artists and their tracks with an international audience and still write, record, and contribute my own music into this mix.

We'll be announcing the participating bands/artists starting Wednesday February 1 at 11 AM Eastern time on <http://KRFKradio.com> and all social media platforms. We'll then announce another artist each day on KRFK, play their track, and give fans chances to win some autographed CDs.

I understand people longing for the good old days and the music of their youth. Personally, my windshield is a lot bigger than my rearview mirror, and I'm always excited to seek new treasures that lie just beyond the horizon. I trust you will enjoy exploring the soundscapes provided within these songs and discover some new music to add to the soundtrack of our lives.

The phrase "Live The Rock" was given to me by my dear friend Sheldon Bergenheier, and has become the slogan, the motto, the battle cry of RFK Media. Rock is a big universe, an endless frontier kept alive by the spirit of those who create it and those who take pleasure hearing it, feeling it, and yes...living it.

We are grateful to the fans who keep this music alive, and the rock media that helps us spread the word. Radio promotion and interview requests are being handled by Jody Best at Best Bet Promo – contact bestbetpromo@yahoo.com.

<http://RFKmedia.com>

<http://livetherock.com>

<http://facebook.com/RFKmedia>

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