

## **Media Pitch for Keith Mitchell and New Album “Food for Your Life”**

**Album:** Food for Your Life

**1st Single Release Date:** January 13, 2025

**Available On:** YouTube, Apple Music, Pandora, Instagram, Facebook, TikTok, iTunes, Amazon, Deezer, Tidal, iHeartRadio, Claro, NetEase, Tencent, Qubaz, Joox, Kuack Media, Adaptr, Flo, MediaNet.

**Music Video:** Coming in 2-3 weeks.

**Compelling Story & Artistic Vision:** Keith Mitchell, a former member of the celebrated R&B group After 7, is embarking on a transformative solo journey with his upcoming album “Food for Your Life.” This project represents not just a new chapter in his music career but also a deeply personal mission—a calling to create music that uplifts, inspires, and resonates with audiences on a spiritual level. Keith’s departure from After 7 comes with a story of personal growth and faith that is as compelling as his music. His journey will undoubtedly captivate listeners and provoke meaningful conversations in interviews.

“This effort is truly about me doing God’s work for my life,” Keith shares. “I want to create music that not only entertains but also feeds the soul and brings purpose to people’s lives.”

### **Promotional Highlights:**

- The first single drops January 13, 2025, across all major platforms.
- Promotional photos are ready, and a bio will be available shortly.
- A visually stunning music video for the first single is set to be filmed in the next 2-3 weeks.
- A national press release will accompany the single’s release, followed by another press push for the full album in April 2025.
- Keith is open to interviews with media outlets, radio stations, TV talk shows, magazines, and more.
- Plans for track performances and live appearances are in development to support the album’s rollout.

### **Unique Selling Points:**

- **Message:** The album’s central theme is spiritual nourishment, with songs that inspire hope and purpose.
- **Genre:** A refreshing blend of soulful R&B with faith-driven lyrics, appealing to both long-time fans and new audiences seeking meaningful music.
- **Personal Connection:** Keith’s journey from After 7 to a solo artist is rooted in authenticity and vulnerability, offering a rare glimpse into his evolution as an artist and individual.
- **Faith and Artistry:** His faith-driven approach gives this album a unique and heartfelt touch, making it a standout in today’s music landscape.

### **What Keith Brings to the Table:**

- A celebrated music career with After 7 and a legacy of hits that fans cherish.
- A powerful and relatable backstory about embracing change, finding purpose, and rediscovering faith.
- A fresh take on R&B that bridges soulful melodies with uplifting messages.

**Call to Media:** Keith Mitchell is available for:

- One-on-one interviews with print, radio, TV, and digital outlets.
- Performances of the first single or other tracks from the album.
- Appearances on podcasts, online platforms, and talk shows to discuss his music and personal journey.

This is an opportunity to showcase an artist with a story that matters and music that speaks to the heart. Keith's mission to inspire through his artistry is something that will resonate deeply with audiences across generations.

For interviews, media inquiries, or additional information, please contact Collins Spencer at [collins@spencerdavisgrp.com](mailto:collins@spencerdavisgrp.com).