



FOX FUSE, LLC.

244 Fifth Avenue, Suite F282, New York, NY 10001

EMAIL: contact@foxfuse.com | TEL: 1-212-300-3813 | FAX: 1-212-937-3556

Richie Spice Releases New Album, *Soothing Sounds: Acoustic*

Album Available Worldwide on Tuesday, October 23, 2012 from Tad's Record

FOR IMMEDIATE RELEASE

September 13, 2012

New York, NY (FOX FUSE) - Reggae virtuoso and cultural sensation **Richie Spice** exhibits his unbridled talent and versatility with the release of his latest studio effort, *Soothing Sounds: Acoustic*, available worldwide on **Tuesday, October 23, 2012** from **Tad's Record**. Touted as the *Prince of Reggae*, **Spice** (born Richell Bonner in St. Andrew, Jamaica), earns that crown with each selection on this **15-track album**, which is testament to its title by presenting the *soothing sounds* of this acclaimed artist, acoustic and unplugged, for the first time.

Soothing Sounds: Acoustic is a masterpiece collection that successfully presents an eclectic mix of musical elements, fusing classic reggae vibes with modern day acoustic rock, Spanish guitar, jazz and African drum beats. The first official single, an uplifting call for unity titled "**Free**," is currently available on iTunes and is enjoying airplay in Jamaica and across reggae airwaves, worldwide. The second single "**Crying**," which depicts Spice's signature chanting-style as he conjures socially-conscious questions, will be released on iTunes and radio on **September 25**. Standout tracks such as "**True Love**," "**My Heart**" and "**My Girl**" put a new spin on classics from Spice's esteemed catalog. **Spice** enlists some of reggae's biggest hit makers on this project, including **Mitchum "Khan" Chin** who co-produced the album, and **Stephen "Lenky" Marsden**. He also makes it a family affair with his brothers **Spanner Banner** and **Snatcha Lion** on the collaboration "**More Love**."

"My album *Soothing Sounds: Acoustic* is completely produced by me and is a personal, close-to-the-heart production," reveals **Spice**. "It took approximately nine months of non-stop work to complete it. I have been toying with the idea for a while, and many of my fans have also been



FOX FUSE, LLC.

244 Fifth Avenue, Suite F282, New York, NY 10001

EMAIL: contact@foxfuse.com | TEL: 1-212-300-3813 | FAX: 1-212-937-3556

requesting something like this, for a few years now."

***Soothing Sounds: Acoustic* offers up the mature and soothing side of Richie Spice, and is, in fact, a very personal projection of the artist within. "I know I sing with an accent foreign to most, so fans are most times able to sing but not quite *overstand* the messages behind my music," Spice discloses. "This album should have existing fans falling in love with my music all over again, new fans actually being able to understand and relate fully to what I am saying, and righteousness and uplifting lyrics being reborn."**

Considered one of the most prolific voices and profound lyricists in contemporary roots reggae, **Richie Spice** spiraled to international fame over a decade ago and consistently delivers critically acclaimed albums ever since, even reaching the very top spot on **Billboard's Reggae Albums Chart** in 2008. His blockbuster hit "**Youth Dem Cold**" peaked at **59 on Billboard's Top 100 Singles Chart**, was featured in *Grand Theft Auto IV* and as the coveted closing track on the feature film, *Attack The Block*. His catalog of other chart-toppers include "**Earth A Run Red**," "**Groovin' My Girl**," "**Marijuana**," "**Brown Skin**" and "**The Plane Land**," all of which have amassed massive airplay internationally, solidifying **Richie Spice** as a revered voice in reggae music and catapulting him to the very forefront of the genre.

"Tad's Record has always been ecstatic about the idea of working with Richie Spice as he is definitely one of the finest reggae artists to date," states Tad Dawkins, president of Tad's Record. **"We always wanted the opportunity to work with him, so to make the venture both exceptional and above the ordinary, acoustic was the inevitable sound of choice."** According to Dawkins, this acoustic album gives Spice's wide cross-section of fans an even more intensive feel of who **Richie Spice** is as an artist, and will undoubtedly draw even more ears to his remarkable music. Indeed, ***Soothing Sounds: Acoustic*** is a rare and refined offering for all reggae lovers, across the globe.

***Soothing Sounds: Acoustic* will be available both physically and digitally on October 23, with worldwide distribution by Tad's Record. For further information on Richie Spice, including upcoming tour dates, log on to**



FOX FUSE, LLC.

244 Fifth Avenue, Suite F282, New York, NY 10001

EMAIL: contact@foxfuse.com | TEL: 1-212-300-3813 | FAX: 1-212-937-3556

Richiespice.net, and follow his musical mission at Facebook.com/RichieSpiceMusic and Twitter.com/1RichieSpice. For all press interviews, please contact the **FOX FUSE Publicity Department** at 1-212-300-3813 or contact@foxfuse.com.

TRACK LIST

1. Tru Love
2. Free
3. My Heart
4. Searching
5. System
6. Crying
7. Heng On In Deh
8. Get Up
9. My Girl
10. All Night
11. More Love (Ft. Snatcha Lion & Spanner Banner)
12. Wandering Sheep
13. Jah Provide
14. Downside Up
15. Agony