reunion records

provident label group

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REUNION RECORDS INTRODUCES NEW ARTIST KERRIE ROBERTS

DEBUT SINGLE "NO MATTER WHAT" MAKES WAVES AS "MOST-ADDED" AT RADIO WITH 35 STATIONS PLAYING THE SONG FIRST-WEEK

Dallas KLTY Radio Forecasts Kerrie Roberts as "New Artist of the Year"

(Nashville, Tenn.) May 27, 2010 – Provident Label Group's Reunion Records introduces new artist **Kerrie Roberts** with a stunning debut at radio as **35** stations across the country jump on the single "**No Matter What**" by its first-week out. In addition to seven stations adding "**No Matter What**" prior to the official 5/21 add date, the song garners the "Most-Added" title at both Christian AC and CHR formats, with 21 AC Monitored adds, and seven at CHR this week. Top markets spinning the song include **Houston**, **Tampa**, **Atlanta**, **Charlotte**, **Riverside**, **Grand Rapids** and the No. 1 Christian radio station in America, **KLTY** in **Dallas**, with a 900,000 weekly audience listenership.

Mike Prendergast, Director of Programming for **KLTY** in **Dallas** said in a note to Provident, "I was thoroughly impressed with Kerrie Roberts. I honestly think you guys may have the next '**New Artist of the Year**.' She's one of the best new acts I've heard in a while. Her music is amazing. Looking forward to spending more time with the single and the rest of the album."

Dwayne Harrison, Program of Director for **WRCM** in **Charlotte**, **N.C**., says, "Hesitant about adding another new artist? I was, but Kerrie's got the talent and the songs to become one of my listeners' favorites. There's a lot more on this album that could earn her a place on WRCM for quite a while."

About the single, **Harrison** adds, "The sovereignty of God and a definition of true faith in a 3 ½ minute pop song? Yes! '**No Matter What**' is the perfect response to the question, 'Why would God allow this to happen?'"

"**No Matter What**" is produced by veteran **Dan Muckala** (The Afters, Brandon Heath) and **Chuck Butler**. The standout lead single lyrically addresses the suffering experienced in an authentic life of faith, purpose amidst pain, and the promise that a breakthrough is coming.

"God has the power to save and protect you from all the pain that comes into your life, but sometimes He chooses not to," says **Kerrie** who also has writing credits on the song. "No Matter What' is a declaration to serve God because He saved you from your sin, not because He's saving you from the pain of this life."

"**No Matter What**" is now streaming at www.kerrieroberts.com.

The uniquely emotive, soulful singer and songwriter hails from Florida, and spent her childhood behind the scenes in full-time ministry. "My father is a pastor, so my whole family has been shaped by the church," explains **Kerrie**. "Growing up, I saw my parents on call 24/7 as a support in times of grief, despair and other unexpected turns. They consistently taught me to reach out to the broken and to those who need encouragement and hope. That's something that resonates in me and that I love being a part of."

Her passion for offering hope and purpose to the lost and broken permeates her songwriting, informing every topic, and displays as much heart and intellect as breathtaking talent. The pianist's dynamic vocal range and power was first displayed when she joined the church choir and performed her first solo at the age of 5.

“I was so small, they had me stand on a milk crate so the congregation could see me,” she laughs. Roberts spent the rest of her childhood and teen years singing, playing piano and leading worship in church, while performing oldies and musicals on a regular basis in school. She began writing her first songs in high school, performing one during her own graduation.

In 2001, this unassuming girl with the big voice made the choice to get her degree in studio music and jazz vocal performance at the University of Miami, instead of moving forward with the making-of-the-band reality show “POPSTARS.” She become a Top 10 finalist on the the WB network’s hit series, and then, in front of a national audience, turned down a record deal the moment the show’s producers offered it. America heard her explain, “I’ve prayed about it, and I’ve decided not to do it. I have total peace about this decision.”

After graduation, Roberts took a desk job in the Big Apple, moved into a tiny apartment with almost no furniture, and stayed for a year. Working as an accountant during the day, she pursued her music dream at night. She signed with Provident in 2009, and will release her self-titled debut album fall 2010.

For updates, please visit: www.kerrieroberts.com, and www.providentpress.com.

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