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ROYAL TAILOR ANNOUNCES PLANS FOR NATIONAL “GET SCHOOLED” FALL SCHOOL CAMPAIGN

Band Seeks to Encourage Young People to ‘Break the Cycle of Dysfunction’

(Nashville, Tenn.) March 13, 2012—GRAMMY Award nominated pop/rock band **Royal Tailor** announces the launch of a national “Get Schooled” campaign. Geared to junior high, high school and college campus this fall the campaign aims to encourage young people who may otherwise feel hopeless or trapped by their circumstances.

Having toured the country, experiencing firsthand the plight of today’s youth—kids influenced by corrupt media messages or suffering in unhealthy home environments who turn to self-mutilation as well as drug and alcohol abuse—**Royal Tailor** feels a burden for this generation.

“The core of the issue is that kids are living a life void of vision,” says **Royal Tailor**’s Tauren Wells. “The Bible says that without vision people perish or cast off restraint. It’s time that we stop allowing pop culture to cast vision for our kids and give them a vision of who Jesus is and who they are in Him. That’s at the root of this campaign; it’s our response to what’s happening in our culture today.”

Royal Tailor’s contribution is a 60-minute, high-energy, performance-driven presentation at schools nationwide that inspires students to dream and to break the cycle of dysfunction in the world around them. The plan is to visit four different schools in a single city from Monday through Thursday. The week would culminate in a Friday concert where all students are invited.

“We want them to realize that thoughtlessly following the trends of pop culture will leave them with a pale pallet that will paint nothing more than a dingy future,” says Wells. “We also want to remind them that there is hope when they feel hopeless...that they have a future and it doesn’t have to look like their past.”

The band recently recorded a video appeal to fans on indiegogo.com to help them raise funds to launch the first tangible expression of this campaign, a four city tour – which the band hopes can become nationally impacting. The band’s goal is to raise \$200,000 by April 8 which would ideally fund up to a 64-school-tour impacting approximately 16 cities (an estimated four schools per city) starting with the band members’ hometowns of Battle Creek, Mich., Decatur, Ill., St. Louis, Mo. and Giles County, Va.

Visit www.indiegogo.com/Royal-Tailor to view the video and to learn more about how you can contribute. Also follow **Royal Tailor**’s fundraising progress on Twitter at www.twitter.com/royaltailor.

About Royal Tailor

With a contagious blend of pop, R&B, hip hop and rock, **Royal Tailor** is a high-energy band and music ministry reaching out to a new generation of students suffering from symptoms of a visionless life. The four-member band – made up of Tauren (lead singer), DJ (guitar), Blake (bass) and Jarrod (drums) – met while in school in Indianapolis and began to hone its sound while playing for churches and youth groups around the country. In just four years, **Royal Tailor** has performed more than 425 shows, including playing at the Nashville GRAMMY Chapter’s Block Party stage alongside artists including Old Crow Medicine Show and The Civil Wars.

Royal Tailor released its debut project, ***Black & White***, June 7, 2011. Produced by Aaron Lindsey, Chuck Butler, and Daniel Kinner, ***Black & White*** showcases Royal Tailor's distinctive musical blend, highlighting influences that range from Bruno Mars to Maroon 5 to Michael Jackson. The result is 11 high-energy tracks that make audiences want to dance, pray, shout and sing along. The album received a 2012 GRAMMY Award nomination for Best Contemporary Christian Music Album and produced **Royal Tailor's** first No. 1 radio single "Make A Move."

Royal Tailor has continued to tour heavily with a 30-city fall "Sounds of Hope Tour," most recently wrapping the Casting Crowns' 43-city "Come To The Well" tour, a full summer of major festival dates, a fall run with Chris August and featured on Britt Nicole's "You're Worth More Than Gold" tour alongside Group 1 Crew.

For more information on **Royal Tailor**, please visit: www.RoyalTailor.com, www.facebook.com/royaltailor or follow the band on Twitter at www.twitter.com/royaltailor

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