

PRESS RELEASE (For immediate action)

MILLION DOLLARS A DAY, the first single release from the new album by ALOE BLACC dropping 2019.

Los Angeles born rapper/singer/songwriter Aloe Blacc has come a long way since I NEED A DOLLAR. Almost a decade later he's laid down creative indexation on that sum, to arrive at a new figure a MILLION DOLLARS A DAY. It's a worthy manifestation, one that sees him commanding space worldwide as a voice of social change, standing soulfully in the music industry as a chart topping, multi-platinum selling, Grammy nominated artist.

A MILLION DOLLARS A DAY conjures up the power of intention. Intention is the catalyst of dreams. The spark that summons a force of positivity within us, keeping our eye on the prize, whatever the prize may be. Intention gets us out of bed in the morning. Some days with exuberant drive and purpose, other days clouded by mounting expectations and an overriding sense of obligation to make it through the day. Intention is hope and there's no limit to the currency of hope. Intention is present in this story.

Musically Aloe Blacc is interrogating it and summoning it at the same time, *"I wrote the song as an anthem for those who have high hopes and big dreams. It's not about the money, it's about how much you feel you are worth. If you shoot for the stars maybe you can land on the moon. But you have to aim high. It's another song to add to my catalogue of my own personal genre that I call A.I.M. for aspire, inspire, and motivate."*

These are old lessons from ancient beliefs and rituals found in cultures worldwide. Aloe Blacc has brought it forward to an everyday thought movement in an uptempo mantra you can sing on the daily. Lyrically, intention presents in a whimsical undercurrent of push/pull. Asking not asking, joking not joking – rhythmically lurching you backward whilst nudging you skyward, arms raised into an abyss pleading to a higher force for your ends. It's a clever twist and turn, the dancing word flow couched in a catchy tune and head bopping melody.

Co-written with Joel Van Dijk and Farmer Greif of The Grand Scheme. Produced with Greif and long time collaborator Exile, who goes back with Blacc over two decades to EMANON their musical duo six albums deep in their discography. The seasoned relationship between the creative team is tight—a MILLION DOLLARS A DAY has been laid down with purposeful piano riffs, grounded by an understated bassline and a synth based soundscape that charts its own journey throughout the track.

A MILLION DOLLARS A DAY will have you manifesting positive vibrations in no time. Download, hit repeat and tell the universe what it is you want. The universe won't judge. Regardless, consider this a call to action to be the best version of you. Go big, dream bigger, hope hard and put some zero's on it.

Author: Sam Cook