

Rise

Press Release



Future Radio



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Friday, 18 August 2023 (SOUTH AFRICA) - Future Radio's latest single, Rise, is their third release of 2023. This electro-tinged, pop-rock anthem serves as a powerful anti-bullying message, specifically crafted for the Rise Theatre Production aimed at high schools across South Africa. The song not only showcases the

band's relevance to current issues but also their versatility in exploring diverse musical genres.

Musically, the song starts with a staccato bass line and soft vocals, gradually building up with an energetic guitar and drums-driven chorus. The bridge introduces a punk-inspired element, symbolising strength in the face of adversity, motivating listeners to transcend challenges and emerge stronger. Through its empowering lyrics that emphasise understanding, acceptance, and unity, *Rise* highlights the interconnectedness of humanity.

"Since the inception of *Future Radio*, our desire has always been to give back and inspire," shares Johnny, the frontman and songwriter of the band. It was through a conversation with an old university friend, who shared his son's passion against bullying, that the seed for change was planted. The idea for *Rise* was born out of this meaningful exchange. The *Rise Theatre Production* stands as a unique and powerful theatrical fusion, intertwining animation and rock music to ignite a fire within our youth, encouraging them to uplift one another and take a resolute stand against bullying. As we embarked on this journey, we recognized the need for a song to conclude the production, and that's how *Rise* came to life. It serves as the poignant finale, leaving a lasting impact on our audience, inspiring them to rise above the darkness and embrace a future of unity and empowerment.

"Animation has always been an integral part of *Future Radio's* releases, and this time is no exception," remarks Drikus Roets, the band's guitarist and visual designer. With *Rise*, I had the opportunity to create on an even larger scale, as the story will be conveyed through animation as part of the *Rise theatre show*. The narrative unfolds within the protagonist's mind, where an intense battle between good and evil takes place on a captivating chessboard of thoughts. Through the power of animation, we aim to bring this internal struggle to life, immersing the audience in a visually stunning and thought-provoking experience.

As previously highlighted, *Rise* will serve as the climactic pinnacle of the theatre show, captivating audiences in schools nationwide. However, its impact extends beyond the stage. *Future Radio* has meticulously planned an extensive pre-release campaign, ensuring that the song achieves its full potential. The campaign includes a captivating music video, a lyric video, an acoustic version, and a powerful live rendition, all designed to resonate with listeners. With an ever-growing social media following and increasingly popular live shows, *Future Radio* continues to thrive and make a name for themselves. With two successful albums already under their belt, *Rise* is set to add another accolade to the repertoire of one of South Africa's most hard-working and promising up-and-coming bands.

For more information or interviews, email: info@futereradioband.co.za

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