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**For Immediate Release**

### **V.O.C.A.L. IS CALLING OUT FOR SOCIAL CHANGE WITH "STAND UP"**

**Detroit, MI:** On Thursday, October 29, 2020, **V.O.C.A.L.** (Voices of Change and Liberty) will release the single **"Stand Up"** on record label, Big Axle Music. "Stand Up" is a song written in response to the rising injustice and glaring inequalities in the U.S. today and features the vocal talents of SouLo, Antwaun, Gwendolyn Joy, Rell Young, and Briana Lynn. Producer and co-writer, Charles Scales, says it was *"created to be an anthem/inspiration to all those who are standing up and marching for Justice and Equal Rights."*

On her experience working on this project, singer and co-writer, Lauren Scales (SouLo), says, *"Working on this project was very special to me; being able to work with other Black voices, and to have those voices be friends and family, is a beautiful thing. Further, in the climate that we are living in today, with so much racial and political upheaval, but also so much potential for real change, the message of the song felt so important to say. To inspire people to keep standing up for themselves, for the oppressed, and to continue to work for a more perfect union."*

Just like with the Civil Rights Movement of the 50's and 60's, protest songs are an integral part in raising the social consciousness of the people. The group hopes that the song will inspire people to stay in the fight and encourage supporters to keep actively pursuing change - because it is only through activism and involvement by marching, protesting, voting, and lobbying lawmakers that change truly occurs.

"Stand Up" will be available on all major music platforms including YouTube (video), Apple Music, iTunes, Amazon, Spotify, Pandora, Tidal, and YouTube Music. A portion of the proceeds from the song will be donated to causes for social change.

Learn more at <https://linktr.ee/bigaxlemusic>

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**Preview Song and View Lyric Video at** <https://youtu.be/mZJnHdb6UDg>

**ABOUT BIG AXLE MUSIC:** Big Axle Music is a boutique, independent record label catering to home-grown talent within Detroit, Michigan, focusing on artists from all genres who are willing to use their unique artistic identity to move music forward.