

PRESS RELEASE

AUSTIN MARTIN & THE HERD SUPPORTS



IN AN EFFORT TO ROCK OUT AND GRANT WISHES TO KIDS

Billings, Montana. August 25, 2023- Country Music's, Austin Martin has made the Top 35 on the Glee Project, been on five national tours, and about to go on his sixth co-headlining tour. In addition, he made it to the executive producer round of American Idol in California and charted the Billboards twice. His EP "**Smells Like Bad News**" rose to number one on the blues country iTunes charts. To help accelerate his career, Austin decided to create the dynamic band, "**Austin Martin & The Herd**" (www.austinandtheherd.com). This is an eclectic and talented group of experienced musicians that include: **Mark Romain** (guitarist), **David Bedell** (drums), and **Jack Ryan** (Bass). Austin intuitively understands that with a team anything is possible. Austin Martin & The Herd recently completed their **2023 "Scars N Stripes Tour"**. Recently, they've been in the studio recording their upcoming album, "**American Brewed**" and preparing for their 2024 national tour.

This coming year is all about giving back and bringing joy to their community. Austin Martin is passionate about helping children with life threatening illnesses. Every child deserves a childhood that's full of joy, inspiration, and music. You can't change the world overnight, but you can do your part that's a start. *Austin Martin & The Herd* are excited about raising awareness for a good cause this holiday season. The ultimate goal is they want to be the change the younger generation needs to see. To help facilitate these efforts and grant wishes to deserving children with illnesses, the band decided to work in alignment with "**Make-A-Wish**" **Foundation** (<https://wish.org/sdmt>).

Austin Martin & The Herd's creative pr/marketing strategy for their next tour will help raise awareness for *Make-A-Wish*. For every concert, they would like to donate \$1 per ticket. In addition, to any gigs, merchandise, or paid television performance they will donate a portion of the proceeds directly to *Make-A-Wish*. Fans can donate directly on Austin Martin & The Herd's website. The link will direct donations to "**Make-A-Wish**" **Foundation South Dakota/Montana affiliate**.

Music truly is the universal medicine and creates unity through dancing. Granting kids, a wish through music is truly priceless. The band's ultimate goal within the next year; is to raise enough money to create an international "Make-A-Wish" anthem with other musicians. It would be like a modern day, "We Are The World" campaign. All the proceeds would go to "Make-A-Wish" in an effort to double or even triple the wishes they grant per year.

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