

FOR IMMEDIATE RELEASE
JUNE 27, 2016

**SAM BLVCK ANNOUNCES HIGHLY ANTICIPATED VIDEO RELEASE FOR
SINGLE “BATTLE”**

PREMIRES JULY 1ST 10AM EST



(June 27, 2016 – New York, NY) Singer/songwriter SAM BLVCK will premiere the video for his single “Battle” on July 1st, 2016 at 10am EST.

Filmed in Washington, DC, the hazy & intoxicating visual directed by Racquel Charles and Niara Nyabingi, features a dreaming BLVCK internally fighting between both the good & bad sides to his dysfunctional relationship with his love interest. Passion, love, joy and happiness on one end with pain, lying, cheating & deceit on the other end.

About SAM BLVCK

Born in New Orleans to a single mother, music has always been the forefront to SAM’s life in one way or another. “Since I was a young kid, I can’t remember a time not singing or dancing. I have always loved to sing, dance and entertain. It was my way to find comfort in growing up by myself,” says BLVCK. His musical inspirations come from the likes of Usher, Michael Jackson, Stevie Wonder, Chris Brown, Pharrell and more. As a young child, he performed at school talent shows and in singing competitions around the city. It wasn’t until after experiencing the horrific events of Hurricane Katrina did he begin to hone his singing talents. He believed that life was too short not to be fully happy and to do what you love at any cost. After Katrina, he relocated back to New Orleans & joined The Franklin Avenue Baptist Church Youth Choir. But it didn’t take long for his

unparalleled gift to get noticed. After receiving a standing ovation with his first solo of the song “His Eye is on the Sparrow”, it was here, where he fell in love with gospel music.

However, BLVCK is always searching for ways to become a more creative and versatile artist. To expand his knowledge on music and performance, while in high school, he enrolled at the New Orleans Center for Creative Arts (NOCCA), the only arts conservatory for high school students in the state of Louisiana. This is where he studied music theory, musicianship, and classical vocal performance. Influenced by an electric array of Jazz & R&B, BLVCK has become one of the today’s most confident and versatile emerging artists in music. With his background in singing, and a natural ability to perform, he writes and performs songs like no other.

*“I am an artist that is soulful, honest, genuine, unique, and not afraid to take risk.
Performing is who I am, it’s what I was **born** to do.”*

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