

For Immediate Release

## It's a Wildlife for Indie Artist

Technology and a new world order are reflected in composer and recording artist Gary Paul Bryant's latest CD release

WildLife, Gary Paul Bryant's 10<sup>th</sup> CD, is quickly climbing jazz and world music charts, airing on more than 100 radio stations from Australia to Europe to the U.S. and topping 120,000 streams and downloads in recent weeks on Soundclick.com alone.

Yet, you've probably never heard of him.

Recording from his home studio north of Seattle, Washington, Bryant reflects an evolving reality of today's music industry, where artists who take advantage of new technology can build dynamic careers outside the mainstream.

"People are surprised to find that you can have a strong international fan base and a satisfying career operating in your own niche, a bit below the pop culture radar," said Bryant.

After an early experience with the traditional corporate recording industry, Bryant began marketing and publishing his own material in the 1980s, a time when producing an album on your own could cost as much as buying a house and marketing meant hauling hundreds of vinyl albums to radio stations and retail outlets.

Then came the 1990s with new recording technology and, of course, the Internet. Music web sites like iTunes, Rhapsody and Napster gave musicians access to worldwide audiences and gave fans an unprecedented selection of genres and styles. Tech-savvy songwriters willing to adapt to the new medium found that making a living through music was no longer an unlikely dream. Bryant's affinity for technology soon moved him from acoustic pianos and guitars to music workstations, sampling software and digital distribution.

"What really made it interesting for artists is that, in addition to all of the recording and performance gear going digital, support services like CD production, digital distribution and promotion were adapting to the technology in a big way," said Bryant. One such company, CDBaby.com, founded in 1997 by musician Derek Sivers, has paid more than \$80 million directly to artists.

Bryant's first album, *Just a Word*, was digitally remastered and released as an anniversary edition in 2004. Seattle Times music critic Patrick MacDonald summed it up: "Exceptional piano work!" In May 2005 came *Imaginary Piano*, a high-energy collection of jazz motifs, followed by a collection of original and classic Christmas piano solos, *Midnight Clear*.

Melding power rock with jazz and classical music, his 2007 project, *Big World*, reached the No. 1 Jazz spot at SoundClick.com, was featured Jazz selection at Garageband.com and made the Top 10 Jazz playlist at Broadjam.com.

Wildlife, released in August 2008, includes 13 upbeat instrumentals that combine classical, rock and jazz elements. It's available from iTunes.com, CDBaby and other digital outlets. For information visit [www.GaryPaulBryant.com](http://www.GaryPaulBryant.com)