

SARAH REEVES

BIO

A pure, clear opal appears white to the naked eye. Yet, upon closer inspection, it's apparent the stone actually reflects a rainbow of colors. Like this rare gem, pop artist Sarah Reeves showcases a prism of organic hues through her vibrant music. With a renewed passion for her artistry and an innovative sound that clearly launches the next chapter in her career, Reeves is poised to bring a fresh expression of herself in the form of new music.

Throughout 2018, a forward-thinking marketing approach will see 13 fresh tracks rolled out, song by song, culminating in the debut of Reeves' first full-length project for Word Entertainment. Like the album release, the sonic backdrop for Reeves' new material is unconventional, marked by avant-garde production and a kaleidoscope of propulsive beats. Produced by Robert Marvin (Kelly Clarkson, Mat Kearney, Paper Route), Reeves' new music also boasts collaborations with Ian Keaggy and Josh Hawkins (Super Duper), who helped craft an album that merges her worship roots with her pop sensibilities and deft lyricism.

After initially signing a record deal at 18, Reeves toured heavily for years before coming off the road for an indefinite hiatus to focus on songwriting—her first love. Thinking her career as a recording artist was over, Reeves poured herself into writing songs for others, including Jesus Culture, Kari Jobe and Natalie Grant. Her songs received film and TV placement, and her vocals found their way onto select recordings, including a feature on Kirk Franklin's BET Awards-nominated track, "My World Needs You," also featuring Tasha Cobbs and Tamela Mann. In addition, she gradually cultivated a devoted following of more than 100,000 fans on YouTube who discovered her voice through a series of cover songs, garnering her nearly 20 million global views.

Somewhere between the glare of her former artist life and the stark behind-the-scenes respite of a songwriter's reality, Reeves experienced a beneficial tension that forced her to reexamine her calling and gave her the courage to create fresh, original fare she, in turn, wanted to record for herself.

"My inner artist has been battling with stereotypical artist expectations for years," Reeves reveals. "I now know who I am and am confident in who God created me to be."

With its intentional experimentation and pop influence, her new collection reintroduces Reeves as a multi-faceted artist—each song displaying a different aspect of her personality. Although diverse in lyrical content, Reeves' 13 new cuts strikingly represent the mature, creative force she's become. The bright, carefree "Something About You" and unabashed worship anthem "Faithful" sit right alongside "Feel The Waters," a love song written for her husband following a season when their marriage seemed to be falling apart—each track an honest glimpse into a specific area of her personal life.

"This album is super authentic to my journey and experiences over the past few years," Reeves shares. "I always wanted to make a record like this. Each song is a different expression of me, yet remains sonically thematic. I'm really proud of it."

BOILER

Pop artist and songwriter Sarah Reeves signed her first record deal at age 18. After years of aggressive touring, Reeves took an indefinite hiatus to focus solely on songwriting, penning songs for the likes of Jesus Culture, Kari Jobe and Natalie Grant, among others. With a fresh sound stirring in her soul, Reeves began writing personal songs she, herself, wanted to record, which led to a new label deal with Word Entertainment. Since then, Reeves has reintroduced herself as an artist to audiences across the nation on the Winter Jam Tour Spectacular and on tours with Crowder, Plumb, NewSong, Colton Dixon, Hawk Nelson and more. When she's home in Nashville, Reeves regularly leads worship at The Belonging Co. Throughout 2018, she'll be releasing new music, piece by piece, culminating in a brand new 13-track full-length project.