

# KAREN CLARK SHEARD : DESTINED TO WIN

Karen Clark Sheard is renowned throughout the music industry for her signature musical style, her one-of-a-kind multi-octave vocal range and her inspirational messages. A long-time favorite with gospel music lovers, the multiple GRAMMY®, Stellar and GMA Dove Award-winner also is wowing audiences in contemporary music venues. Produced by Donald Lawrence, an award-winning singer, composer, producer and long-time collaborator and advisor for Clark Sheard, *Destined to Win* features an impressive mix of musical styles that range from praise and worship to contemporary, urban and traditional gospel. Grammy®-nominated lead single "Sunday AM," an R&B style ballad with an encouraging message of spiritual restoration, and the second single, "My Words Have Power," an upbeat song with an uplifting message and urban gospel style, featuring Donald Lawrence & the Co., and multi-platinum, Grammy® award winning recording artist, Faith Evans on "The Who Doesn't Matter." "Our God is Big," is a personal favorite of Clark Sheard's. Produced by her son, J. Drew Sheard II, she describes it as a "happy and upbeat," song that "turns into a celebration when we sing it at our church." She also pays tribute to Richard Smallwood, one of her favorite gospel artists, with a stunning and emotional rendition of his classic song, "The Resurrection." The title song, "Destined to Win," is a powerful song of hope and encouragement, a message that permeates the CD.

## TRACK LISTING:

01. The Who Doesn't Matter (Featuring Faith Evans) 02. Destined To Win 03. The Resurrection 04. Sunday AM 05. Only Call on Jesus 06. My Words Have Power feat. Donald Lawrence & The Co. 07. Already Looking Better 08. The Worst is Over 09. My God Is Big 10. We Acknowledge You

## MARKETING HIGHLIGHTS:

- Bobby Jones Gospel (BET) appearance - Final Season begins 4Q 2015
- Multi-city marketing and promotional run
  - o Atlanta
  - o New York City
  - o D.C.
  - o Houston
  - o Chicago
- "My Words Have Power" - Top 10 single at Gospel Radio
- 1st single "Sunday A.M." was a 2015 GRAMMY® nominee for Best Gospel Song
- Television/Media Buy: BET, OWN, TVOne, BounceTV
- Radio Ad Buy on nationally syndicated shows like The Yolanda Adams Morning Show & The Nightly Spirit with Willie Moore, Jr. as well as regional and local stations.
- Online Media Buy: Essence.com, AlwaysAList.com, UGospel.com, Gospelpundit, GospelGuru, Gospelflava, BlackGospelPromo and more!
- Wide-spread social and viral marketing campaigns initiated to support release
  - o Facebook - over 951k fans (/officialkcs)
  - o Twitter - over 165k followers (@officialkcs)
    - o Instagram - over 60k followers (@karenclarksheard)
      - POP available upon request (Flats & Postcards)

## KEY MARKETS:

Atlanta  
Detroit (Hometown)  
Chicago  
Philadelphia  
New York  
Washington D.C.  
Dallas  
Baltimore  
Los Angeles  
Houston

**KAREW**  
RECORDS

**e one**  
ENTERTAINMENT

CD		Selection#: EOM-CD-9376	MSRP: \$13.98/AM
		File Under: Gospel/ Karen Clark Sheard	Box Lot: 30