

FOR IMMEDIATE RELEASE

FROM AMERICAN IDOL TO THE CAMPAIGN TRAIL
BETH SCHAFER RAISES THE BAR WITH "RAISE IT UP BRING IT DOWN"

ORLANDO, FL — Combine Natalie Merchant's clean soulful voice with Eagles' harmonies, a mixture of pop/rock grooves and a light dose of inspiration and you have Beth Schafer's latest CD, "Raise It Up Bring It Down." The release marks a profound departure from the purely faith based titles of Schafer's catalog, progressing from faith-based to [coffee house] during the course of a single listening session.

Schafer is not your typical recording artist. In fact there is nothing typical about the direction of her career or her writing. Her fan-base has stretched beyond the contemporary Jewish music roots that drove her early releases, and crossed into the mainstream. Nowhere is that more evident than on "Raise It Up Bring It Down."

Beth's last release, "Build That Bridge", was a response to her interfaith fans who voted her the winner of the American Idol Underground Faith-based competition. The unifying messages of "Build That Bridge" landed her a spot on then-candidate Barack Obama's campaign trail playing for the future President and thousands of eager supporters. It was there that she debuted a song she had yet to record called "Prayer of the Workin' Man." The song struck a nerve, and sent Schafer's writing in a new direction. She proudly has recorded 6 original pop songs on this CD of 14 tracks, which offers a subtle and optimistic intermingling of spiritual themes with modern day travails. The album also offers an uplifting cover of Leonard Cohen's "Hallelujah," two original reggae tunes drawn from Native American and Jewish cultures as well as many other songs that uplift the listener without fluff or dogma.

"Raise It Up Bring It Down" combines the best of Schafer's rock and spiritual writing into one CD. And with the new edition of Johnny Demarkis on drums, the music takes on rock arrangements that show off the depth and diversity of her band. "Everybody is grooving and singing like never before--undoubtedly invested in the overall sound of the album. I felt like I had an obligation to do something different on this one: to combine the positive spiritual message that I've always tried to convey through my music, with the practicalities of everyday life and the music that we all hear everyday," Schafer said.

Since it's special release, the track "Prayer of the Workin' Man" has placed in the 2009 Indie International Song Competition. One of the judges said that the song stands up "with the best that is coming out of Nashville. [Schafer] has learned her craft." Other songs are currently competing in National Song Contests and have already become favorites at her live shows.

Beth Schafer's entire catalog is available on Amazon.com, iTunes and all major download services. For more about her work and career, visit her web site at www.bethschafer.com. Schafer can also be reached via her Facebook Music page as well as at www.myspace.com/bethschafer.

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