



LUKE TUCHSCHERER LAUNCHES CROWDFUNDING CAMPAIGN FOR SECOND RECORD

New album to follow up 2014's critically acclaimed You Get So Alone At Times That It Just Makes Sense

BEDFORD, UK (2/7/15): Singer/songwriter Luke Tuchscherer has launched a crowd funding campaign for his second solo album.

The Bedford-based musician – also known for being a member of The Whybirds – launched the project via Pledge Music on 1st July 2015, and has already achieved 20% of his target.

Tuchscherer's debut record, *You Get So Alone At Times That It Just Makes Sense*, was released in October 2014 to universal acclaim.

The new album, provisionally titled *Always Be True*, is being produced by Suffolk-based Tom Peters, who also worked with Luke on his debut.

Tuchscherer said: "Last time round, we had great success with the Pledge campaign, and now it's time to do it again. However, unlike *You Get So Alone At Times That It Just Makes Sense* – where the album was fully recorded before the campaign began – this time we're still in the thick of it.

"We need your help to pay for studio time, session musicians, mastering, and production of the physical product. There was a huge demand for vinyl last time, and that's something we'd love to bring to you.

"This album is really about where I am now, as opposed to a compendium of some of the saddest songs I've written like the last one! I'm not saying it won't have some sad songs on it of course (that's part of what I do), but in general it'll be a bit more upbeat.

"I'd really like to reward the kind people who Pledge on this campaign with some bonus stuff, so what I'll also promise is this: Whatever exclusives you go for, you'll also get a free EP of fully recorded, properly mastered bonus material outside of the album tracks. Strictly for Pledgers only. I promise to never release that material for free anywhere else.

"There's also the added incentive that 10% of any money I make after I hit my target will go to Macmillan Cancer Support."

For further info visit:

www.pledgemusic.com/projects/lukealbum2
www.luketuchscherer.co.uk

ENDS

Praise for *You Get So Alone At Times That It Just Makes Sense* (2014):

“Luke Tuchscherer knows his way into a good song, and *You Get So Alone...* is loaded with them. Invoking love, loss and the intricacies of the human condition, Tuchscherer's impassioned vocals and tasteful Americana instrumentation herald him as one of the finer new singer/songwriters of today.”

– Rob Bleetstein, Americana Radio Chart founder

“Tuchscherer’s ability to create such an engaging collection should ensure that *You Get So Alone At Times That It Just Makes Sense* will be a contender for an appearance on any year-end list.”

– *Americana UK* – **(8/10)**

“An impressive collection of 12 well-crafted songs... It’s an excellent debut that reminds us of Ryan Adams’ *Heartbreaker* in its thematic and emotional impact – a great compliment indeed.”

– *R2 (Rock N Reel)* – **(4/5)**

“My only excuse for not reviewing this fabulous album sooner is that I was too busy playing it, over and over. This album should be heard and then celebrated.”

– *Northern Sky* – **(4/5)**

“Totally memorable... Luke Tuchscherer successfully pulls off an impressive and moreish debut.”

– *Right Chord Music*

“Luke is a terrific lyricist who gains a deep sympathy for his songs’ leading characters, although it is not just the power of the lyrics. His warm evocative vocal style has a natural dramatic quality and the arrangements couldn’t really be improved upon. An outstanding album that contains absolutely no filler.”

– *American Roots UK*

“This record is awash with top notch writing, stellar playing and more importantly connects instantly. The decision made by Luke Tuchscherer to follow his heart and veer down this path has been rewarded with a strong emotive album right at the core of what makes this genre so special. *You Get So Alone At Times That It Just Makes Sense* should possess two warnings: not for the faint of heart, but essential for those who know good music.”

– *Three Chords & The Truth*