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CHRISTIAN MUSIC'S MOST INNOVATIVE AND UNCONVENTIONAL AWARDS, THE WE LOVE CHRISTIAN MUSIC AWARDS, KEEPS PACE IN ITS FIFTH YEAR AND NOMINATES NORTHWEST ROCK BAND THE INCANDESCENT

SPOKANE, WA - Indie rock band *The Incandescent* has been dazzling fans of Christian music in the Pacific Northwest for over half a decade. Originally formed in 2010 the band's aspirations were to write and record music for Christian church gatherings, but in the time since, have gone on to develop music as unique as the Northwest itself.

Although not well-known in the mainstream *The Incandescent* have pioneered their own brand of hope filled rock'n roll over the last six years. Having had radio success from the east-coast to the south-western US, the band has worked hard to achieve the platform they now carry. In addition to having singles played at radio the band has shared the stage with many of Christian music's top performing acts including Grammy Award winning artists *TobyMac* and *For King & Country*. They've also been seen onstage with Billboard, GMA, AMA winners *MercyMe*, *David Crowder*, and *Switchfoot*.

The Incandescent was just recently nominated for a *We Love Christian Music Award* in the **Next Big Thing Unsigned & Undiscovered Talent** category. When asked about the nomination band front man Andrew McArdle had this to say:

"As an indie band, it is such an honor to be nominated for an award in this category! In an industry dominated by labels & signed artists, it feels amazing to be recognized for our work!"

Known for recognizing the best Christian music in a particular calendar year, the WE LOVE AWARDS gives attention to fast-rising corners of the industry, including electronic/dance music, urban/rap music, and rock/alternative music, and passionate fans have responded in kind.

More than 120,000 votes have been cast since the awards debuted in early 2013, and fans will get the chance to cast many thousands more as they are presented with picking awards in 18 categories, featuring 58 nominated artists.

“The WE LOVE CHRISTIAN MUSIC AWARDS is one of the most important things we get to be a part of each year,” said NRT President/Founder Kevin McNeese. “We get to take a look at the state of the industry, celebrate its successes and uncover some of its best kept secrets. Five years in, it’s clear that the fans of Christian music see us as an important part of the conversation.”

The Incandescent is hoping to become a bigger part of that conversation as they continue to grow. For up to the minute news on the band or to support them in this years awards you can visit www.theincandescentmusic.com. You may also follow them on all social media networks by searching “The Incandescent”.

Voting is now open to the public in 17 categories; produced exclusively by the largest Christian music site online, NewReleaseToday, and sponsored by JUCE TV
For information or a full list of all nominees in this years awards please visit
www.weloveawards.com

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