



FOR IMMEDIATE RELEASE

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Cali Conscious releases new single to help the homeless!

Cali Conscious is southern California's premiere barefoot beach reggae band, performing for the past 7 years along the west coast. The band blends 3-part harmonies, upbeat rhythms and positive song lyrics sharing a message of hope, living with love in the present moment and promoting a global and sustainable way of life. Cali Conscious has shared the stage with acclaimed reggae bands Don Carlos, Big Mountain, Midnite, Kabaka Pyramid, Pato Banton, Fully Fullwood, Mishka, Rootz Underground, Fortunate Youth, Stick Figure, Pacific Dub, Sashamon, Gonzo, E.N. Young, and Common Sense.

On November 14th, 2016, Cali Conscious will premiere the official music video for their new single "One Love for You" on <http://www.Reggaeville.com>.

Cali Conscious will be performing live and promoting the new single to raise money to bring socks to the homeless this winter. A portion of the proceeds from the new single "One Love for You" will be donated to Orange County 501(c)(3) nonprofit organization, Reggae For A Reason. Founded by renowned musician, composer and producer, Fully Fullwood, their goal is to end youth homelessness in California communities and beyond.

East coast athletic-leisure sock company, Bombas, donated socks to the band to give to the homeless in the making of the music video for the new single. Bombas' mission was created when they learned that socks are the most requested items in homeless shelters. For every pair of socks purchased, Bombas donates a pair of socks to someone in need.

"One Love For You" was produced by west coast engineer Lewis Richards at 17th Street Recording Studio in Newport Beach, California. Richards has produced the quintessential Reggae Rock sound for such bands as Dirty Heads, Iration, Slightly Stoopid, and Fortunate Youth in the Cali Reggae Rock Music Scene.

The music video was filmed by Rick Horn and edited by Johnny B Films and Ratowsky Digital. The video was filmed on location in Isla Vista and Huntington Beach, California.

Purchase the song on iTunes or directly from the band at <http://www.caliconscious.com>.

Cali Conscious has recently been featured on Hypebot.com and Cdbaby.com.

"The most important part of our music is the message we have in our lyrics, that's how we want to connect with our fans. We strongly feel we have this musical ability and we are purposefully using a positive message to help bring the world together through our lyrics," Justin says. "We want to be a catalyst for our fans to inspire change. If we can create an easy avenue for them to be able to support our music, but also support causes we believe in -- like getting water to the world and making sure that people on the streets have warm feet -- that's where we want to be."

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