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**RUBY THE RABBITFOOT'S SOPHOMORE LP, *NEW AS DEW*, DUE MARCH 18 ON
NORMALTOWN RECORDS; ATHENS SONGSTRESS' VIDEO FOR "WAYS"
PREMIERES ON *AMERICAN SONGWRITER***

LOS ANGELES, CA, January 28, 2014 – An intoxicating elixir of humid grooves, glittering guitars, barnacle-sharp piano melodies, and deft turn of phrase, Athens-based songstress **Ruby The RabbitFoot**'s beguiling sophomore album, *New As Dew*, will be released **March 18** on **Normaltown Records**. *American Songwriter* is giving a first look into Ruby's technicolor world with the premiere of her video "**Ways**," which they described as consisting of "sugary vocals dunked in black coffee lyrics." Watch it and share with your readers here:

<http://www.americansongwriter.com/2014/01/video-premiere-ruby-rabbitfoot-ways/>

Ruby will play a handful of hometown gigs in February before making the pilgrimage to **SXSW** in **March** for several shows including the **Normaltown Records showcase**. More tour dates will be announced soon.

Ruby the RabbitFoot, aka **Ruby Kendrick**, grew up in South Georgia believing that her aunt was a witch and that she was united to the world of the occult. "I think i'm connected to that world. Even though shit seems to always hit the fan, I feel like a lucky charm," Ruby explains about her adopted surname. Raised in "a household of hippies" Ruby was taught to look at nature for answers. "I didn't grow up Protestant or Catholic or anything like that," she says. "I grew up believing in magic and that's kind of like teaching someone about faith. Accepting that it's not all up to you."

Art and music was also in the family. Her grandfather was a singer; a "crooner turned farmer." The aforementioned aunt was a well-to-do erotic novelist. So when Ruby wasn't building bonfires or raising Dalmatians or exploring Okefenokee Swamp with her cousins and brother, she was singing and painting. Around the age of 13, she picked up a guitar and started writing songs of her own. Five years later, Ruby was under the lights at an open mic night, riding the buzz of performing live. Nevertheless, her visual talents prevailed and she soon found herself in college as an art student. But art school never seemed to fit. Ruby bounced around from college to college, writing and recording at home throughout the whole ordeal.

Eventually she decided that she wanted to spend all her time making music and that passion developed in to *No Weight, No Chain*, an excellent debut of buoyant folk and pop, which Ruby recorded with the help of labelmate and fellow Athenian, **Nate Nelson (White Violet)**, and which received great regional acclaim.

New As Dew is a brilliant addition to the RabbitFoot canon. One that is undoubtedly inspired by the bohemian trials of Athens, but which also indirectly invokes the swamps and shorelines of her youth. Credit Nelson again for the diverse production. “**The Shelf**” roars wide-open, while “**Infinity**” sees Ruby swathed in a quilt of kudzu and Spanish moss. The title track finds her brimming with swagger; talk singing atop a skittering combination of steady rhythm and syncopated guitar riff. “**Misery**” draws on the calypso-folk of *No Weight, No Chain*’s ear worm, “Do Me Right.” The soaring coda of “**Ring Around**” brings it all to a close, cool air whipping through the driver’s side window as Ruby races the sunrise up Prince Avenue.

Don't be fooled; this RabbitFoot is riding on talent, not luck.

RUBY THE RABBITFOOT ON TOUR

February 3 – Atlanta, GA @ Eddie’s Attic

February 9 – Athens, GA @ The World Famous

February 20 – Asheville, NC @ The Root Bar

February 23 – Athens, GA @ Hi Lo Lounge

March 11 – Houston, TX @ Cactus Records - In-store Performance

March 12 – Austin, TX @ SXSW

March 13 – Austin, TX @ SXSW

March 14 – Austin, TX @ SXSW

March 15 – Austin, TX @ SXSW

Press materials available at: <http://press.normaltownrecords.com/artists/ruby-the-rabbitfoot/>

Publicity Contact

Tim Plumley

Sr. Director, Media Relations

New West Records + Normaltown Records

818-433-3500 | tim@newwestrecords.com