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## Mitch McVicker - Always Believe



### Always Believe

Mitch McVicker is getting back to basics. Always Believe, his latest CD, is a conscious departure labor of love that is everything its name would indicate.

"This recording process was simple yet powerful. We tried to cut through the fluff and let the son perseverance and was the most work i have ever put into a recording." Yet, he adds with a smile been a part of."

For the first time McVicker sat in the producers chair co-producing the project with longtime friend and cohort Michael Auk Believe was located in a dusty, rural Kansas farm town and, McVicker says, "the setting was perfect". "The only thing to foc Wellington touts itself as the wheat capital of the world, so it all makes sense!" he laughs. "It's all a part of the journey."

His journey has taken him to 49 states and 6 countries, sharing nearly 1000 concerts. He has garnered multiple awards, in a song co-written with the late Rich Mullins.

Yet, for McVicker it is not easy. While on the road, he does his own driving, set up, and tear down that comes with each co himself and handles the day-to-day workings of his vocation. But to him, it is worth it.

"I've heard it said that our calling is where our deepest joy and the world's greatest needs are met. I know the last thing the muses. "But the world does need the truth. I love doing this, and I get to create and do what I can so that the truth can per

There has been no greater creative influence on McVicker's life than the aforementioned Rich Mullins. He spent years traveling, performing concerts, writing, and recording with the award-winning, chart-topping, countless-albur

Then as the two were on their way to a concert, they were in a car wreck. The crash claimed the life of Mullins and left Mc\ lungs, broken bones, was left in a coma, and hospitalized for 7 weeks. His recovery lasted years and the experience infuse:

"I miss Rich a ton," he says. "Going through that scared me a lot. But, I am grateful that the faithfulness of Jesus persists w\ seems to use that which is hard." He goes on, smiling wryly, "But most good things are hard, and most hard things are gooc

It is with this sentiment that McVicker continues his rigorous, hundred-concert-per-year tour schedule and carries with him t

As he embarks on his Always Believe Tour, he echoes the CD's opening track, "15 Minutes" when he says "I can't worry ab believe regardless of the experiences we encounter. In life there is trouble; but in trouble, there is life.

Song List:

15 Minutes / Lay Me Down / You Move My Heart / Layers Plastic Horses / Guided By Love / Eenie Meenie / Soon It'll All Be Girl

Artist Website: [www.mitchmcvicker.com](http://www.mitchmcvicker.com)

Key Selling Points:

- Multi-single, multi-format radio promotions
- National touring schedule in support of Always Believe
- Extensive publicity campaign to include Christian television, print, and internet coverage
- Unique and compelling music unlike anything else in the Christian music industry

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MSRP: \$12.99  
Genre: Contemporary, Rock, Americana  
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