



DISCOVER THE *Secret* PLACE

PRESS RELEASE

Ray Watson – a recording artist from Auckland, New Zealand is visiting [town] this week for an event to be held at [location].

Ray has a desire to encourage people through his music, and believes there is power in song to help bring emotional healing. A troubadour of hope, he often sings and shares directly from the keyboard in bringing his unique blend of artistry in message and song to the audience.

Ray's soft, velvet, Garfunkel-like vocals are well suited to the gentle folk style of song writing he is known for, while his passionate performances capture something of the spirit of the late great Keith Green. A prolific song writer, Ray has recorded many albums that capture his message of hope and restoration. His music and message also finds expression in a free monthly podcast that reaches over 150,000 subscribers from every corner of the globe.

Ray has an honors degree in music and was a music teacher before he left the teaching profession to follow his artistic career. He ran a music department at a secondary school for several years before being appointed New Zealand "Composer-in-Schools" for the Otago region – a position that enabled him to inspire many successful pupils in the art of song writing and composition.

It was during this time that he developed his own love for song writing and felt the call to pursue a career in this area. A brief stint working as sales rep for a record company further convinced him there was a need for even greater diversity in the recording industry. After several stints in a professional recording studio Ray now does all his own recording at home, and markets his music all over the world via his website.

"When I started out, there was nothing like the internet," says Ray. "The internet has changed everything for the independent musician. You don't need a label to market your music. Today you can be a nobody in the music scene with a very narrow niche-market, but multiply that niche onto a global scale via the internet and you can have thousands of genuine fans all over the world." Ray believes in the power of the individual. "Be yourself," he says. "You make a poor copy of someone else, but no one can compete with you. Your value lies in your uniqueness. No one can write songs like you. No one can sing like you. You are different. Celebrate that difference and people will come to see what makes you different. And the beautiful thing about that is, if everyone would just be themselves, there would be no competition. There is always room for one more."

Ray is a devoted family man. He and his wife Pam have 3 grown daughters who live in various parts of the world. Ray and his wife currently make their home in the beautiful city of Auckland, New Zealand (land of the Hobbit and other lovable creatures!)

A prophetic voice of hope to this generation, Ray's message and music can be heard this weekend at [location].

For more information visit www.thesecondplace.org.

