

# BMItn/BMR

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### **Indie Artist and Multi-Grammy Winner Will Champlin Made iTunes History with New Album on June 21, 2014**

(June 26, 2014)—Indie artist Will Champlin made history June 21, 2014, when his album, “Borrowing Trouble,” hit No. 20 on the iTunes Pop Album Chart in less than 24 hours, an unprecedented feat for an artist who has never signed with a label. When Champlin learned he had reached uncharted territory, passing well-established, signed artists like Jennifer Lopez and Justin Timberlake, he shared the moment with his fans, affectionately dubbed Champs. He tweeted, “I’m stunned. All I can say is thanks!”

Champlin, currently touring the U.S., will be in Winter Garden from 2-4 p.m. this Saturday. Winter Garden city officials invited Champlin and his fans to the city’s downtown district to celebrate the artist’s new album and its record-breaking debut. Fans will have the opportunity to buy the album and receive an autographed photo of Champlin, who will perform several songs from “Borrowing Trouble” at the city’s pavilion, located at 121 W. Plant St. (corner of Plant St. and Boyd St.) in Winter Garden.

Describing the album’s title track, Champlin said, “The vocal has a soul and bluegrass meet Johnny Cash vibe.” The song’s inspiration came from a conversation between Champlin and his wife’s grandmother, describing the chaos and stress he was dealing with daily as he attempted to jump-start his career. “She said, ‘Don’t borrow trouble,’” he remembered. “Don’t worry about the things you can’t control. Just do the best you can.” His brother-in-law and co-lyricist Steven Gallagher heard the comment and both men knew it was a song waiting to be written. “We laid down the baseline in the parking lot, then took our ideas back to the lab and started cooking,” said Champlin.

The musical diversity of “Borrowing Trouble” is indicative of the 12 songs on the album, which Champlin’s manager, Bobby Spivey, described as uniquely eclectic. “The music doesn’t fit into any one genre,” he said. “Will combines pop, rock, techno, blue grass, Americana and gospel. This album is pure Will. He plays all of the instruments and does all of the vocals.” Champlin plays over 16 instruments on “Eye of the Pyramid,” a song about materialism. The title refers to the back of a dollar bill and the music has an inspired Middle-Eastern flavor thanks to Champlin’s use of the sitar, one of the many instruments in his repertoire.

According to Champlin, the last track on the album, “Breathe,” is a healing song for folks who are going through a tough time. “I actually wrote it for my brother, who is dealing with a serious illness,” he said. “It’s an uplifting song.” Gallagher added, “If you want to hear a song that is near and dear to Will’s heart, this is it. The song comes from Will’s undying desire to be a mechanism for someone else’s happiness.”

Two songs were released prior to the album's launch last week. "Last Man Standing" was released on March 17. In less than 24 hours, it hit No. 32 on iTunes Alternative Chart. "This happened without a label promoting the single, and without airplay," said Spivey. "This is unprecedented." A month later, "Eye of the Pyramid" climbed to No. 52 on iTunes Pop Chart.

Champlin is no freshman when it comes to music. He played piano on Michael Jackson's last album; won two Grammys for his contribution to Heather Headley's album, "Audience of One"; recorded and performed with Billy Ray Cyrus; toured with Max Weinberg; and wrote and recorded a song that found a home on the CW's "Hart of Dixie." He also toured with Glenn Frey of the Eagles.

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