

# B. REITH

In order to emerge from the ranks of the obscure, many stars must align for an upcoming artist today. Not only do you need ingenious songwriting, commercial appeal, and a larger-than-life persona, but you need the right team of people behind you if you even want a *chance* to break through. And on top of it all, you need a serious dose of divine provision, as well.

Because in the current musical climate, there is no such thing as luck.

That's why so many eyes are on B. Reith and his debut release from Gotee Records, *Now is Not Forever*. Just one look, just one listen, and your heart will open as well. There is something incredible happening around this rapper/singer/producer/songwriter that cannot be denied.

"My vision is to use my gifts to build genuine connection with people. I want people to not simply bob their heads to a song or sing along to a catchy chorus, but to share in my emotion and my experience. I want this music to be a dialogue with the listener--sometimes music has the power to communicate more than words could ever say."

To say that *Now is Not Forever* possesses wide commercial appeal would be a gross understatement. Universal appeal is a more accurate description. B.Reith has ripped his heart from his chest, thrown it into a pot, and stirred in a patented, yet savory mixture of R&B, hip-hop, rock, and pop. The result is a concoction that will satisfy even the most critical of tastes, and a sound that destroys barriers of genre and belief. This is a soul-searching cauldron of undeniable hit songs which promises to disturb the airwaves.

"As a music fan, I am from a mixed background. I speak many different dialects. One of my callings, I believe, is cross-cultural barriers and promote diversity. I think you can hear this in the music, and I hope this is one of the things that will make it appealing to so many different types of people."

B.Reith moves effortlessly between rapping and singing, flexing his vocal prowess, turning out hook after hook on a record packed with potential hits. But this is as diverse as it is addictive, with each track containing its own distinct production and instrumentation. From the urban, piano-driven, bouncy beat of a track like "I Know" to the acoustic blues-pop of "Mess" to the ballad-esque alternative ambiance of "Antidote." As a songwriter, B.Reith ranks with the elite, and as a vocalist he is even more accomplished. To up the ante even further, B. employed industry masterminds Bryan Lenox (Michael W. Smith) and Jamie Moore (CeCe Winans, tobyMac) to aid in production.

You want heartfelt, inspirational lyrics that are delivered with candor? On "Old School" he waxes unapologetically about having confidence in his own unique set of gifts: *So tired of trying to please everyone - A million different opinions - I'm just going to be myself whether they like it or not, I'm giving it all that I got.* On "I Know," he offers hope to those who may be facing circumstances that seem hopeless: *Unexpected turns they lead us off the beaten path - We end up in a desert wondering how long will we last before we crash and burn and our hopes turn into fears - There's beauty in the brokenness for inside it we find that pain produces character like grapes squeezed into wine.* And finally, on "Antidote," he states his passion, mission, and mantra in no uncertain terms, as a call to people of faith everywhere: *Now is not forever all that's seen will fade away, these wars will end - There is an Antidote to heal your broken pain - There is a lifeline that hides inside the Maker of your frame - He gave His life, hold your head up high, you*

*will get by, you will get by.* These are songs that do not need memorization; B.Reith has done the work for you. These words will stick to your insides in just one listen.

With a history of appearances dating back to 2003, along with several independent releases under his belt, B.Reith has built an impressive base of supporters. With an appearance on Winter Wonder Slam 2008 a groundswell began for him that launched him into the hearts of the masses. Now, He will be joining the 30-city Creation Festival tour in late 2009 with Jars of Clay and Thousand Foot Krutch. He also is slated to join tobyMac and Relient K for the 2009 incarnation of the Winter Wonder Slam. Could the setup be any greater for B.Reith to go where few have gone before?

Above artistry, above accolades, Brian Reith is a man after God's own heart. He yearns to see people of all backgrounds come to a saving belief in a very real Creator. It is obvious that heaven has blessed him with the tools and the talent to transform the souls of all who would hear him. And he wants every single one of you to know that there is something greater, past this mortal life...

"Everything that we see and feel is only temporary. There is life beyond what we see. This moment may hurt very badly but the story doesn't end here. Forever is MUCH better than now, that is, if we have the inheritance of eternal life that comes from salvation through Christ Jesus...This moment should be cherished as a gift, for it will not last forever."

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