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Ronnie White 'Demons'

Electro-Rock UK singer/songwriter and producer Ronnie White announces the release of her second single 'Demons', available worldwide on all major platforms on April 28th 2017.

Ronnie White is a London-based artist, who is an outfit that refuses to stick with a single genre. She mashes mellow synth melodies that become one with the heavy drums and the Hard-Rock/Heavy Metal guitar strumming, creating a style strongly influenced by iconic bands such as Iron Maiden, Placebo and Muse. Heavily played guitars intersperse the sophisticated synth foundation, generating a crescendo that culminates in a full-bodied euphoria. The rhythm section alternates softer melodies to intense rock blows, accompanying the signature powerful vocals that characterize this artist. The songs are varied and dynamic, but feel emotionally connected, like paragraphs of the same story.

After spending years working on a unique record that would encompass her complex musical style, she decided to release her first two singles. While her debut single "Temple" has a warmer touch to it, with smoother electronic sounds and a more uplifting message of acceptance, 'Demons' is a blunt wave of honesty. Born as a "raw and uncoated autobiography", this second single explores the dark side of human personality. During a gig, earlier this year, Ronnie explained what the track meant to her: "I want the listener and whoever follows me as an artist to understand I am not some sort of idealized rock-hard creature. I am made of flaws; I sport scars, originated through the years. It's a necessary collection of "mementos" that reminds me of the lines I had to cross, the paths I had to unfold and the sacrifices I made to get to this point. 'What point' you may ask. Well, the simple courage to get on a stage and tell a story. The mere fact you finally get to believe your story is worth telling and that, somehow, people could relate to what you are saying and feel like they are not alone in their journey of self-conflict, self-discovery and self-acceptance. Music is about connecting. Music is being selfless and fragile and true to yourself and your audience. No matter what. And it's so damn hard to do this. So I let my lyrics speak for me".

PRIVATE LINK TO TRACK: <https://soundcloud.com/ronniewhiteofficial/demons/s-udUy0>

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