

= Thrive (Casting Crowns album) =

Thrive (stylized as THRIVE) is the sixth studio album by American contemporary Christian music band Casting Crowns . Released on January 28 , 2014 through Beach Street and Reunion Records , the album was produced by Mark A. Miller . Musically , the album , whose concept was inspired by Psalms 1 from the Bible , has a rock and contemporary Christian sound with influences from folk and bluegrass . The album received mostly positive reviews from music critics for its lyrics and musical diversity , but some critics felt that some songs were too similar to the work of other artists or to their own previous work .

Thrive sold 43 @, @ 000 copies in the United States in its first week of release ; although this was short of projections to sell 75 @, @ 000 copies , it peaked at No. 6 on the Billboard 200 and No. 1 on the Billboard Christian Albums chart , while also charting in Australia , Canada , the Netherlands , and the UK . The album was preceded by the lead single " All You 've Ever Wanted " , which peaked at No. 3 on the Billboard Christian Songs chart . It has been certified Gold by the Recording Industry Association of America (RIAA) .

= = Background and composition = =

Thrive was recorded at Zoo Studio in Franklin , Tennessee , with producer Mark A. Miller . According to lead vocalist Mark Hall , the idea behind Thrive came from the student ministry he is involved in . As a youth pastor , Hall frequently uses Psalms 1 , which metaphorically compares the concept of a righteous man to a prosperous tree planted by a river . Hall said that many people he has talked with are simply surviving , which he feels contrasts with this ? he felt that , although hard times can come upon anyone , people are not put in these situations to simply survive through them , but rather to thrive through the adversity . Using the metaphor , Hall noted that , if one were to pull away all the dirt from around a tree , one would find roots digging into the ground in addition to the limbs of the tree reaching out . Hall elaborated that " you need to get your strength from God ; you don ' t get it on your own . If you ' re all limbs , the thorns of life will knock you over . You need to dig your roots in and let God reach out through you " . Accordingly , half of the record focuses on ' reaching out ' , while the other half focuses on ' digging deep ' . Hall described the record as being " an effort to draw a picture of what a believer , a follower of Jesus , would look like if they dug into their roots and understood God and themselves more , and then instead of trying to go be Christian for God , they just let God give them chances to be a Christian " .

The music on Thrive has been described as contemporary Christian ; and rock it was also described as " mid ' 90s grunge rock with country flair " and the album as having " rock , pop , and worship " songs . Thrive was also noted to have influences from folk and bluegrass at times . The main instruments used on the album include the electric guitar , acoustic guitar , and piano . The songs have been called anthems that are intended for people in both jovial and trying times .

The first song on the album , the title track " Thrive " , has been described as having a folk pop sound similar to Mumford and Sons or Phillip Phillips . The banjo and mandolin are used in its arrangement in addition to electric guitars and backing vocals . " All You 've Ever Wanted " is led by a piano riff , and displays an adult contemporary sound similar to much of the rest of the band 's discography . " Just Be Held " also incorporates adult contemporary elements , with one critic comparing the song 's string arrangement to those on Downton Abbey , while " You Are the Only One " is a worship song . " Broken Together " , described as " Coldplay pop " , is a piano ballad ; the song 's protagonist " smashes the facade of a fairy @-@ tale relationship , forgoing the happy ending with the realization that ' maybe you and I were never meant to be complete ' " .

" Love You with the Truth " is a orchestral rock song , and has been described as a softer version of the music of Skillet . " This Is Now " and " Dream for You " utilize a mix of electric and acoustic guitars , with the latter noted as having a " bluesy " sound . " Follow Me " , a ballad with folk influences , is sung by Megan Garrett . " House of Their Dreams " thematically revolves around a family that has pursued material interests at the expense of being together ; musically , the song was compared to a softer version of the band 's song " American Dream " . " Waiting on the Night to

Fall " is a warning against Satan , urging listeners not to become complacent .

= = Release and promotion = =

Prior to the release of Thrive , " All You 've Ever Wanted " was released as the album 's lead single . The song was released to Christian AC radio on September 14 , 2013 and as a digital download on September 24 , 2013 . The song has peaked at No. 3 on the Billboard Christian Songs chart , No. 10 on the Christian Airplay chart , and No. 2 on the Christian Digital Songs chart . Two other songs were released as downloads prior to the album 's release : " Thrive " , which peaked at No. 10 on the Christian Songs chart and No. 3 on the Christian Digital Songs chart , and " This Is Now " , which peaked at No. 15 on the Christian Songs chart and No. 3 on the Christian Digital Songs chart . Following the release of the album , two other songs (" Broken Together " and " Just Be Held ") charted on the Christian Songs chart at No. 45 and 50 , respectively .

Thrive was released on January 28 , 2014 . Billboard projected the album would sell around 75 @, @ 000 copies in the United States in its first week , enough for a top @-@ ten debut on the Billboard 200 and a No. 1 debut on the Christian Albums chart . The album ultimately sold 43 @, @ 000 units , debuting at No. 1 on the Christian Albums chart , No. 6 on the Billboard 200 , and No. 8 on the Digital Albums chart . It went on to become the best @-@ selling Christian album of 2014 , shifting 339 @, @ 000 copies throughout the year .

The album also charted internationally . It debuted at No. 23 on the Billboard Canadian Albums Chart and No. 52 on the Dutch Albums chart . Although it did not chart on the main UK Albums Chart , it did reach No. 1 on the UK 's Official Christian & Gospel Albums Chart ; it also appeared on the Australia Hitseekers Albums chart , which ranks the top albums by artists who have not yet reached the top 50 on the main Australian Albums Chart .

= = Critical reception = =

Thrive received mostly positive reviews from music critics . The album 's songwriting and musical diversity were generally praised . Joshua Andre of Christian Music Zine awarded the album four and a half out of five stars , describing the lyrics as " profound " while praising the music as the most innovative and varied the band had put out to date . Lins Honeyman of Cross Rhythms rated the album nine out of ten squares , calling it " outstanding " and praising its musically diversity . He also praised the band , saying they were " refreshingly willing to take a chance and most certainly at the top of the game " . Jonathan Andre of Indie Vision Music rated Thrive four out of five stars , calling it the band 's " most personal and musically diverse album to date " . Kate Padilla of The Daily Reporter praised both the album 's songwriting and sound , and felt that the album could be appreciated , regardless of whether or not the buyer listens to Christian radio .

Other critics praised the album 's overall quality , both in comparison to the band 's previous work and the Christian music genre . Ed Cardinal of Crosswalk.com described Thrive as " top quality " and described the majority of the album was marked by " intensity " , and said " It may not be the easiest , breeziest listen ... but this album can help fight that dark enemy with every play " . Kevin Davis of New Release Tuesday rated Thrive four and a half stars , ranking the album 's songs as among the best he had heard from group and saying that it is " sure to be one of the year 's best [albums] " . Laura Chambers of Christian Music Review rated the album 4 @. @ 9 out of 5 , describing it as " one of the best albums I ? ve heard in a long time " . Although she noted the album covered some lyrical topics the band had discussed before , she felt this was not a bad thing , considering it " less of a rehash and more of a reminder " . Jeremy Armstrong of Worship Leader rated Thrive three and a half out of five stars , praising the band as having a " broad appeal " and describing the album as a " fine release " . At CM Addict , Brianne Bellomy rated the album four stars out of five , remarking that the release " is another power packed album full of songs that speak to everyone " . At About.com , Kim Jones rated Thrive four @-@ and @-@ a @-@ half stars out of five , praising the album as being " delivered with [...] passion " and saying that it has " arrows [pointed] straight to the heart " .

Other critics presented a more mixed response ; Mark Rice of Jesus Freak Hideout rated the album three out of five stars , arguing it was an improvement over their previous efforts in some respects but feeling it was , for the most part , either " stagnation or regression " . Although Piet Levy of the Milwaukee Journal Sentinel praised the songwriting , saying it " stands out [...] at times featuring troubled protagonists and earned redemption " , he felt several songs sounded too similar to the work of other artists . Brian Mansfield of USA Today rated it two and a half out of four stars , describing the band as " chameleonic " but praising " House of Their Dreams " and " Broken Together " .

= = Track listing = =

= = Personnel and credits = =

Credits taken from Allmusic

= = Charts = =

Billboard named the album No. 1 for 2014 on its Christian Albums chart .

= = = Single charts = = =

= = = Certifications = = =