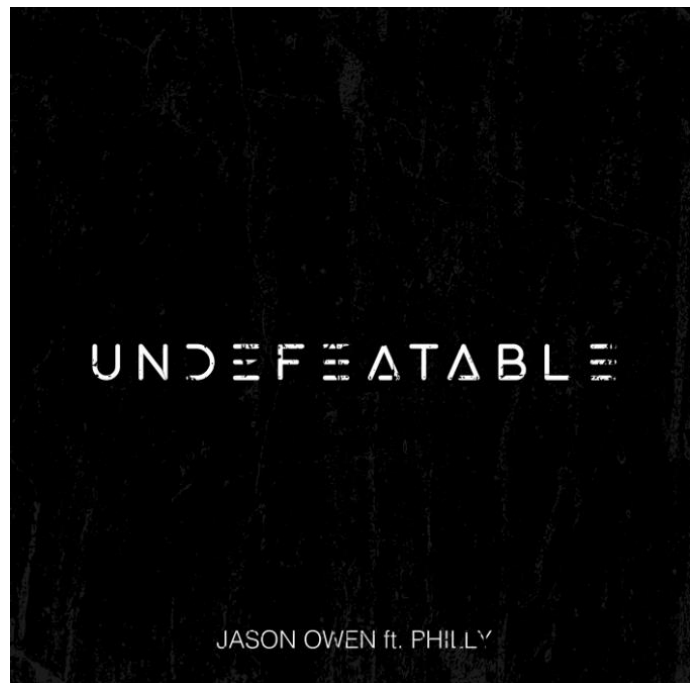


FRIDAY, OCTOBER 11

FOR IMMEDIATE RELEASE

**COUNTRY ARTIST JASON OWEN,
RELEASES NEW SINGLE 'UNDEFEATABLE'
FEATURING HIP-HOP ARTIST PHILLY**

RELEASED FRIDAY OCT 11



Charismatic country boy Jason Owen has released a powerful motivational song, called *Undefeatable*, which will inspire you to dream big, do the impossible and achieve your goals.

Undefeatable, featuring Aboriginal hip-hop artist Philly, marks Jason's unrelenting determination and drive to overcoming the mental-health struggles he has publicly documented in recent months.

Jason comes from a small country town called Albert. The rural village is located about 138 km west of Dubbo, NSW, and is home to just 12 people.

Never in Jason's wildest dreams did he believe a music career would be possible until he placed second in the 2012 season of X-Factor (Australia).

But it hasn't been an easy feat.

In 2005, Jason and his father were in a horrific motorcycle accident, and the fear of losing someone close, coupled with the harsh reality of instant fame, criticism and rejection, has continued to plague Jason throughout his entire singing career.

“The trauma from the accident has affected me mentally in a big way and as I’ve grown older, my fear and anxiety has only gotten worse, especially when I moved away from family and friends to pursue my dreams of being a singer,” said Jason.

“When I started working professionally in the music industry, I also copped a lot of hate and criticism. And with constant attention on my skin and body image, I wasn’t in a good place.

“I am now starting to pull through and move into a more positive headspace and that’s what *Undefeatable* is all about. It’s about pushing through the hard times and never backing down to achieving what it is that you want out of life and I hope it resonates with others,” added Jason.

Undefeatable features Mildura born hip-hop artist Philly.

Philly is a role model and an inspiration for many Aboriginal and non-Aboriginal young people. He tackles serious issues like domestic violence and alcohol abuse through his chart-topping work and has continued to use his voice to make change happen. His songs have also earned him national praise, as well as the coveted National Indigenous Music Awards 'New Talent of the Year' award.

Undefeatable was produced by Edward Said who has more than 20 years of experience on the international music scene. Edward has helped create career-defining hits for artists such as Tina Cousins, Westlife, Alfie Arcuri, Paulini Curuenavuli, Ricki-Lee Coulter and Kota Banks. He has also had numerous Top 10 billboard remixes for Beyoncé, Mel B, Cher, Christina Aguilera and many more.

And the soon-to-be released *Undefeatable* music video will star Woody Belfort - an inspirational Canadian-born athlete who has amassed a huge social media following from his incredible bodybuilding posts.

Jason stumbled across Woody's social media profile while looking for some motivation of his own.

“Woody was born with a form of cerebral palsy, and despite being confined to a wheelchair, he overcomes obstacles to achieve his dream of becoming a professional athlete,” said Jason.

Woody’s workout videos and pictures are shared by thousands of people from all corners of the globe, including celebrities like actress Jada Pinkett-Smith (from *Nutty Professor* and *Girls Trip*), comedian and TV host Steve Harvey (from *Family Feud* and the *Steve Harvey* show) mixed martial artist Derrick Lewis, professional American football player Akbar Gbaja-Biamila and many more.

Undefeatable adds to Jason being announced as the latest “Friend of the brand” with Johnny Bigg. Since launching into the marketplace in 2014, the retail brand is the first and only brand of its type in the Southern Hemisphere to provide fashionable Men’s clothing in specialised sizing.

The ambassadorship also adds to Jason’s new tour, The Superstars of Country - Then and Now, with fellow country music artist, Hayley Jensen. The two hour showcase, will see Jason sing songs by some of the biggest country music superstars of our time, both then and now, as well as his own successful hits.

It also adds to his growing portfolio of work, which includes four albums. Most notably, *Life Is A Highway*, which debuted at #1 on the ARIA Country Albums Chart and #5 on the Australian National ARIA Chart. Jason also has a Golden Guitar and three Country Music Channel (CMC) Award nominations to his name in categories including New Oz Artist of the Year and Male Artist of the Year.

Undefeatable is out Friday, October 11 via ABC Music and available from all digital retailers.

Jason will also be visiting the following venues as part of The Superstars of Country - Then and Now tour in 2020:

Saturday 1st February
Sawtell RSL, Sawtell

Sunday 2nd February
Port Macquarie Panthers, Port Macquarie

Friday 21st February
Laycock Theatre, Gosford

Saturday 22nd February
Cessnock Performing Arts Centre, Cessnock

Saturday 7th March
Bryan Brown Theatre, Bankstown

Friday 20th March
Dubbo RSL, Dubbo

Saturday 21st March
Bathurst Panthers, Bathurst

Friday 3rd April
Centro CBD, Wollongong

Saturday 4th April
Canberra Southern Cross Club

Saturday 18th April
North Ryde RSL, North Ryde

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