

FOR IMMEDIATE RELEASE:



## ***JACK PINE & THE FIRE'S NEW SINGLE: DO WHAT YOU LOVE... YOU'LL BE JUST FINE.***

***“Millennial Folk Anthem” the 1st New Single  
Since JUNO Nominated Sophomore Album***

(OTTAWA) Ottawa-Gatineau Alt-Folk troubadour **Jack Pine** is releasing his first new single with **Jack Pine and The Fire** since nominations at the **2019 JUNO Awards** and **2018 CFMA Awards** in **Calgary, AB**. Jack aka **Singer-Songwriter-Producer Gareth Auden-Hole** created the song ***Rich In Time*** with inspiration from genuine financial and career anxiety as he trudged deeper into the annals of the independent music industry. The resulting single a new millennial folk anthem that will see a **digital release** to online streaming and downloading platforms on **Friday, April 24th, 2020** followed by an **official music video launch on May 1st, 2020**.

**JACK PINE+THE FIRE “RICH IN TIME” [3:53]**

Download + Listen (Dropbox):

[bit.ly/RichInTimeKIT](https://bit.ly/RichInTimeKIT)

*\*Private media use only - not for public sharing*

Polished by JUNO and Grammy winning Mastering Engineer Philip Shaw Bova, Jack Pine likes to refer to his self-produced new single as “**anthemic slacker-folk**”. *Rich In Time* has a **laid back country-folk groove** and an **old-school meets new-school** sensibility that’s come to be expected from Jack Pine and The Fire’s always-acoustic Alt-Folk sound.

Its lighthearted lyrics compare the DIY attitude of the widening gig economy to that of the nuclear family mindset and job security of previous generations. In writing the song’s lyrics, Jack hoped to appeal to millennial slackers and entrepreneurs alike while playfully jabbing at the boomer set, but with recent pandemic isolation measures **the song’s simple message now speaks widely to the dreams and fears of a suddenly insecure working class: Do what you love and you’ll always be *Rich In Time*.**

The **official music video** for *Rich In Time* will be released one week after the single release on Friday May 1st, 2020. Created by Aylmer, QC moviemaker **Alain Ouellette** - also responsible for Jack Pine and The Fire’s previous ***Moustache is King*** and ***The Only Thing*** videos - the *Rich In Time* video stars Jack Pine himself as as a slacker on the job along with his bandmates and **singer-actress DeeDee Butters** of Ottawa Pop-Icons **The Peptides**.

*“ I was doing what I’d always wanted and supposedly doing well, but with often empty pockets I couldn’t help wondering if it was really worth it. I had to remind myself that I’m paying my bills by doing what I love on my own terms - what the hell is life if that’s not success?! I wrote Rich In Time to keep me going when I was feeling insecure.”*

- Jack Pine aka Gareth Auden-Hole



Jack Pine and The Fire have had an exciting period of growth and development since the release of 2017’s *Left To Our Own Devices*. The sophomore album was nominated for a **Best Artwork JUNO Award** as well as for ***Emerging Artist of the Year*** at the **Canadian Folk Music Awards**. This past year’s successes along with his **50+ “Lone Wolf” solo performances** have built Jack Pine a strong reputation as a solo artist while The Fire too has headlined performances at **Canada’s National Arts Centre**, the **25th Anniversary of Ottawa Folk Festival/CityFolk**, and the **Canadian Folk Music Awards**.

Jack Pine continues to work hard both on and off the stage and remains a **100% independent artist** with a DIY mindset. Although the current pandemic has caused **several upcoming Ontario-Quebec tour date cancellations**, Jack Pine endeavours to compensate with periodic solo performances online, **livestreaming via his @jackpinefire Facebook and Instagram accounts**. This new single is the first of many new songs that Jack Pine has committed to recording over the course of 2020 with an official follow-up to the CFMA and JUNO nominated *Left To Our Own Devices* album planned for release in 2021.

## **JACK PINE+THE FIRE “RICH IN TIME”**

<b>Track Details</b> 100% CanCon - MAPL Recorded in Gatineau, QC <b>Track Length:</b> 3:53 <b>ISRC:</b> USDY42000460 <b>UPC:</b> 195079186684 <b>Songwriter:</b> Gareth Auden-Hole [SOCAN] <b>Genre Descriptor:</b> Alt-Folk Canadiana <b>Cat. Genres:</b> Folk/Roots, Americana/Canadiana, Singer-Songwriter	<b>Sharing Links (Private until Apr 24th)</b> <b>Official Website:</b> <a href="http://www.jackpinefire.com/music">www.jackpinefire.com/music</a> <b>Soundcloud:</b> <a href="https://bit.ly/richintimeSC">bit.ly/richintimeSC</a> <b>Bandcamp:</b> <a href="https://bit.ly/richintimeBC">bit.ly/richintimeBC</a> <b>Spotify:</b> [available soon] <b>Apple Music:</b> [available soon] <b>Napster:</b> [available soon] <b>Tidal:</b> [available soon] <b>Amazon Music:</b> [available soon] <b>YouTube:</b> [available soon]
--	---

### **Track Credits:**

Gareth Auden-Hole aka Jack Pine (Mandolin, Guitar, Voice)  
Martin Newman (Upright Bass)  
Mike Essoudry (Drums)  
Stuart Rutherford (Dobro, Fiddle, Pedal Steel)  
Andre Desroches (Acoustic guitar)  
Produced, Recorded, Mixed by Gareth Auden-Hole  
Mastered by Phillip Shaw Bova of Bova Lab Studio  
Video by Alain Ouellette; Starring Jack Pine and The Fire, DeeDee Butters, Mike Woods;  
Video support by Jeff Hannah, Alexandre Perrotin, Jonna Bouliane  
Artwork by Gareth Auden-Hole

### **About Jack Pine and The Fire:**

*[Jack Pine and The Fire](#) are an Ottawa based Alt-Folk band Nominated for a 2019 JUNO and a 2018 CFMA Award. Jack Pine writes eclectic alt-folk songs, The Fire sets them ablaze, beating their string-band image into the ground. Follow the band on twitter [@JackPineFire](#) [instagram](#) or “like” on [facebook](#).*

### **Band Links:**

Web: [www.jackpinefire.com](http://www.jackpinefire.com)  
Facebook: [www.facebook.com/jackpinefire](https://www.facebook.com/jackpinefire)  
Instagram: [www.instagram.com/jackpinefire](https://www.instagram.com/jackpinefire)  
Twitter: [www.twitter.com/jackpinefire](https://www.twitter.com/jackpinefire)  
YouTube: [www.youtube.com/jackpinefire](https://www.youtube.com/jackpinefire)  
CBC Music: <https://artists.cbcmusic.ca/artist/40280>

### **Contact:**

Gareth Auden-Hole aka Jack Pine - 87 Rue Matapedia, Gatineau, QC, J8T 6M5  
[jack@jackpinefire.com](mailto:jack@jackpinefire.com) - 613-869-4000 - Socials: [@jackpinefire](#)