

For Immediate Release
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Loyd Van Horn to release new album and perform at Awendaw Green

Escape, Van Horn's third album, will be available online and in CD format

CHARLESTON— 4/30/2018 — One of Charleston's hottest up and coming songwriters, Loyd Van Horn, will be performing at Awendaw Green on Wednesday, May 30 at 6:00 p.m. to promote his third album, *Escape*, to be released on Friday, June 15.

"I am ecstatic to be returning to Awendaw Green," said Van Horn. "This is my third trip out there and I absolutely love playing for people that are looking for new music."

Van Horn will be performing songs from *Escape* during his set and will have copies of the album for sale after his performance. Van Horn's music falls under the "Indie" banner, but really is a mixture of many different genres and influences.

"I started this album roughly 12 months ago with two of the songs, *Escape* and (*You Think*) *You Know Me*, acting as the catalyst for the rest of the songs. I wanted to explore the feeling of needing to get away – whether that be from a job, daily interactions or just to turn off your brain for a bit and reset. I opened up my music catalog and really explored what was there in my writing, so there are a number of extremely varied influences that show up in the songs to create this uniquely authentic sound that I just don't hear many other people putting out."

Van Horn has been performing live in the area for nearly two years. He performs a solo acoustic set at various venues in the area, including several of the popular open mic nights. However, for his album, his songs have full studio arrangements with Van Horn performing all instruments.

“I wanted to do more than just present these songs acoustically. Each song has a lot to say so I wanted to make sure each one was flushed out to let them fully represent the emotions and thoughts they contained.”

When he isn't on stage, Van Horn splits time as a client success manager at Daniel Island-based Benefitfocus. He even maintains a blog on his Web site, discussing the challenges of splitting time between a day job and having aspirations as a musician.

“It definitely isn't easy,” he says. “There is so much that goes into not only writing and making the music, but then promoting it, coming up with the marketing and promotional materials and campaigns, booking performances, keeping a social media presence and I don't have bandmates to split the work. It is a lot to keep up with for one person, especially when you only have a small number of hours each day to do that work. However, the rewards make it all worth it when I find that someone was able to connect with my music.”

Van Horn has been playing and making music for more than 20 years. He has been in various cover bands in Western North Carolina and the Upstate of South Carolina during that time, but only in the past two years decided to pursue a solo career writing and releasing his own music. He is originally from New Orleans, LA.

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