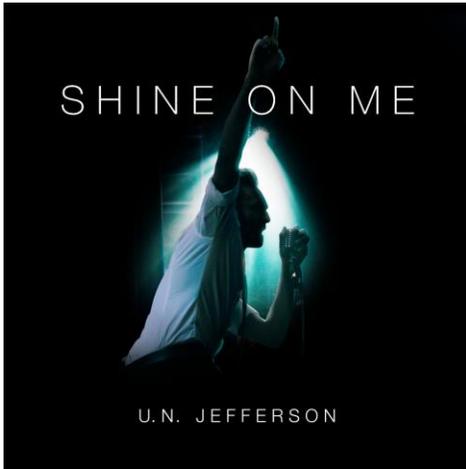


U.N. JEFFERSON RELEASES VIDEO FOR “SHINE ON ME”



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Off the back of a sold-out performance with **The Dip** (Seattle) and other sold out performances, U.N. Jefferson is premiering the video for "**Shine on Me**". From their self-titled debut album out earlier, it follows their first video, "**Testify**".

Much like the band, the video for "**Shine on Me**" is sleek, tight, with a simple yet visually captivating concept. With its slick aesthetic, it's reminiscent of the band's live show. It's fast paced and full of positive energy.

The song, is about having someone to count on when you're at your lowest. "*Hold my head up high, Do my time, The best that I can*". Recovering from

when things get hard, "*If I stumble, If I fall, yeah, You come around, And I get back up again*".

Ajay Massey, lead singer and songwriter says, "To me soul music is real. It's feel good music that makes you move." And like the album, the video (and their live performances) make you do just that!

Accolades (YouTube comments) from their last video, "**Testify**" include, "WOW!!! Energetic and great fun music...they had me dancing...". Sherry V. And, "They sound a lot like **Vintage Trouble** in this song! I like it!!" Jason's Guitar Jams

ABOUT U.N. JEFFERSON

Based out of Toronto, independent artist, U.N. Jefferson fuses the elements of Soul with the fundamentals of Motown and early R&B to create a sound that is both familiar and fresh.

Rooted in the vintage sounds of **James Brown**, **The Temptations**, and **Wilson Pickett** the band manages to keep one foot in the foundation of traditional Soul while cultivating an authentic take on a classic genre.

Fronted by singer-songwriter Ajay Massey, U.N. Jefferson's dynamic live performance delivers a high degree of energy and showmanship. The band's big sound and Massey's fervor for entertaining the crowd knows no bounds. Audiences are compelled to move and standing still is not an option.

Their album was produced by **Jacksoul** guitarist **Justin Abedin**. It offers a collection of soulful tracks that capture the spirit of the band and the intensity of their live show.

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U.N. Jefferson Press Kit

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