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Beat The System Rock Band Invites Music Fans To 'Journey' On A Dynamic New Album

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Award-winning band announces new original album

Online PR News – 17-July-2015 – Malaysian-American rock band Beat The System is pleased to announce the forthcoming arrival of their highly anticipated North American debut album Journey which will release on all music distribution platforms by the end of August.

Its basically the journey of the band, said Gerald Sellan, drummer, songwriter and composer. Its very personal for us. We are basically trying to encourage positivity.

The four-time Asian Voice Independent Music Award-winning group that was certified with the Tipped to be the Next Big Thing distinction hails from Kuala Lumpur, Malaysia. Beat The System is previously known for their 2012 hit Shine that featured Malaysian Idol winner Jaclyn Victor.

Rounding out the band, which formed in 2005 and specializes in the subgenre of secular positive rock, is Gerald Sellan, Stewart Sellan (lead guitarist) and Adrian Puan (songwriter/composer).

Beat The System is also proud to introduce its newest member singer May Leigh a talented 20-year musician, Cleveland native and Orlando resident.

With vocals likened in the expressive vein of an Amy Winehouse, P!nk, Adele or Sia variety, Leigh said, They loved the fact that I can do different things with my voice. I like that they can embrace my style with their music and I think itll be a powerful blend.

Parlaying the success of hit singles, radio play, compilation appearances and collaborations in Asia, Beat The System caught the ear of distinguished music industry vet Diana Meltzer, who formerly owned Wind-Up Records and served as a top A&R executive at HitQuarters. Meltzer heard the bands 10-track EP and signed them to her label, Monster Hits Music.

Since, the group left behind its roots to bring and perfect their extraordinary music into the U.S. Beat The System traversed to New York City and went to work on a new album that would introduce and showcase their unique style, voice and musicality to Americans, while also maintaining their appeal abroad.

Journey was originally tabbed to release December 2014, but the band revamped the albums production and aimed for a summer unveiling instead to coincide with the addition of Leigh.

Marc McClusky, renowned for his work with hit groups Weezer, Everclear and Bad Religion, produced and engineered Journey. Chris Athens, who previously engineered for the likes of Rihanna, Coldplay, Wiz Khalifa and Flo Rida, served as master engineer for the album.

Of Journey, Gerald Sellan says, Mainly it is about our faith and all of our life experiences. We are Christians. We are trying to use our experience, our walk with God. We are a commercial band with rock elements. Were really proud of the music and the message were sending across.

Sellan said Beat The Systems music is targeted for teens through young adults, but added theres also themes that would appeal to older generations including that of fighting for relationships and staving off divorce. We are using some of the Asian elements, but it's done in a way where the American audience can appreciate, he said. That's what this music very different.

Leigh agreed and said, I like the wide range of musical sound that we have. It is going to be a journey. The music is very positive. Its about finding inner strength and making life better. We all collaborate and everybody listens to everybody. We mix it all together to make this perfect working machine.

The first single from Journey is called Never Be the Same Again and is due out with a music video in September. A nationwide tour to complement the album is also being aligned by Monster Hits Music.

Galvanizing the groups success and pathway to Journey, Beat The Systems Shine single was named Song of the Year, Best Collaboration and Best Genre Bender at the Asian Voice Independent Music Awards. The hit was also honored with Song of the Year and Best Collaboration awards at the Asian Bite My Music Global Awards.

A year later, Beat the System delivered the track Hero which was named Best Rock Song at the Asian Bite My Music Global Awards.

Other Beat the System hit singles include Penipuan Berwaris, which was selected for Warner Music Malaysias 2009 compilation, Indestructable Spirit Of Freedom, along with Transisi, which featured Warner Music Malaysia/EMI artist, Fiq, and Gone, that sustained No. 1 status for four weeks on TraXX FM charts.

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