

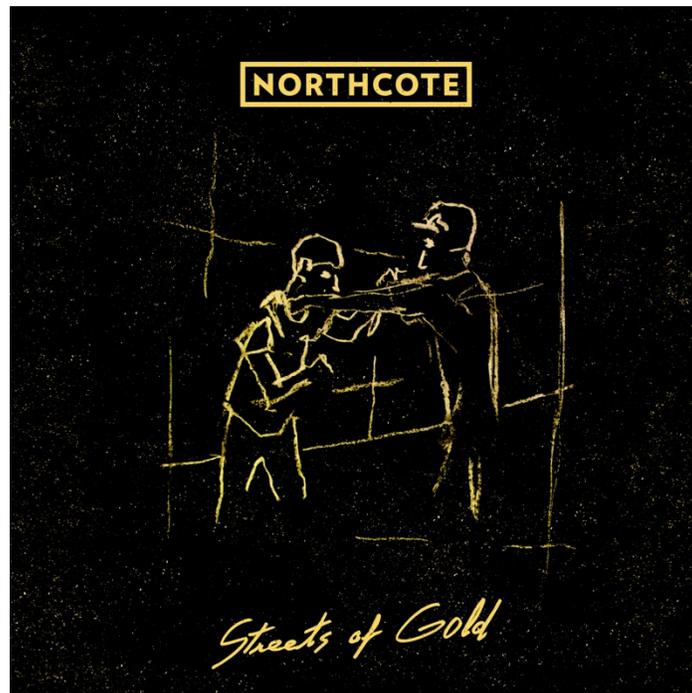
Media Release

# NORTHCOTE

NORTHCOTE ANNOUNCES NEW ALBUM *LET ME ROAR*  
AVAILABLE OCTOBER 23 via BLACK BOX MUSIC  
PRE-SAVE [HERE](#)

HEAR THE LATEST SINGLE “STREETS OF GOLD” PREMIERING TODAY VIA AMERICAN  
SONGWRITER [HERE](#)

STREAM [HERE](#)



*“Streets of Gold” Single Artwork*  
Download [HERE](#)

(August 20, 2020 – Toronto, ON) – Today, Canadian singer-songwriter and captivating storyteller **Northcote** (moniker for **Matthew Goud**) announces his new album *Let Me Roar*, available **October 23** via **Black Box Music**. Along with the album announcement, the talented troubadour releases “**Streets of Gold**”; a Springsteen-esque ballad featuring Northcote’s signature raspy-sweet vocals paired with anticipatory rolling snare and delicate guitar melodies. The track, which is premiering today via **American Songwriter** was inspired by the songwriter’s musings while observing *Pioneer square*, a small city park located blocks away from where Northcote resides.

*“During the day, you can observe folks seeking shade and rest beneath the trees in Pioneer square and at night you can see the park serve as a bedroom for some of the cities houseless,”* shares

Northcote. *"This song is a poem of reflection upon the scenes of Pioneer Square, as well as, the Opioid Crisis here in British Columbia, Missing and Murdered Indigenous Woman and Girls in Canada, and Youth Suicide. In 2016 a Tent City was founded on the back lawn of the Court House in Victoria BC, just across the street from Pioneer Square. The establishment of the Tent City seems to have led to social action in Victoria regarding housing and the practise of Harm Reduction to reduce overdose deaths. Houselessness is a kind of unspoken illegal existence where folks are continually asked to move along to nowhere."*

Northcote continues, *"In Streets of Gold I am trying to shift my focus from the vulnerable back on to the empty and vapid nature of excess wealth. In the landscape of the song I see the Streets of Gold and the fallout that exists along the roadsides. I hope this song can remind me that when Gold is placed over People, injustice is the result."*

"Streets of Gold" follows the stunning last single "[Nine To Midnight](#)" which landed on **Spotify's Renegade Folk** playlist and **Apple Music's Back Porch Country**, as well as, previously released tracks "[Dancers and Queens](#)" and "[Keep On Saying Goodbye](#)", which both found global support on marquee playlists like **Spotify's Fresh Folk and Renegade Folk**, **Apple Music's Southern Craft** and **Breaking Singer Songwriter**, and **Amazon's Fresh Folk & Acoustic** and **Fresh Folk & Americana**.

**LISTEN + SHARE "STREETS OF GOLD" [HERE](#)**

Self-produced with additional production and mixing by **Derek Hoffman**, *Let Me Roar* is the most personal and affecting collection of songs the songwriter has released to date. The follow-up to 2015's acclaimed LP ***Hope Is Made of Steel***, *Let Me Roar* is an album of maturity and honesty; an album that digs deep into discovering what it means to be human and who we are at our very core. Written with friends on Gabriola Island, BC, the eight tracks that make up *Let Me Roar* showcase Northcote's innate ability to cultivate accessible, engaging, thought-provoking narratives and beautiful paired down melodic folk and Americana landscapes. At its heart, *Let Me Roar* is about reflection. From songs like "Nine To Midnight" that address the sacrifices we make for the ones we love; to holding unrealistic expectations of oneself in closing track "Freedom"; to addressing struggles with addiction in "Held My Hand", with each passing song, Northcote strips away his walls and barriers and with disarming frankness discloses his perceptions and vulnerabilities about the world around him.

*"I am excited for folks to get to know this record because I am curious if others will relate to what I am sharing,"* reveals Northcote. *"It is my desire to be a more open and genuine performer and person, bumps and bruises and all. I am excited about the tones and feeling of 'Let Me Roar'. I hope the album brings comfort and refreshing energy to listeners."*

*Let Me Roar* is now available to pre-save/pre-order [HERE](#).

In support of this forthcoming record and to connect with fans during the pandemic, Northcote hosts a **weekly live stream concert every Thursday at 7 pm EDT/4 pm PDT** via [Instagram](#). Tune in [HERE](#).



**Let Me Roar Track Listing**

1. Let Me Roar
2. Streets of Gold
3. Keep On Saying Goodbye
4. Dancers & Queens
5. Nine To Midnight
6. Held My Hand
7. Guys Like Us
8. Freedom



**Promo Photo Credit:** Bjorn Lexius (Germany)  
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## **About Northcote**

Northcote is the performance moniker for Victoria-based singer and songwriter, Matthew Goud. A troubadour at heart, Goud has been writing songs and touring the world for most of his adult life. With three full-length projects, two EPs and over 500 shows performed globally alongside some of the heavyweights of his genre, Goud's is a familiar voice to many in the community.

With roots in mid-western Canada and having lived in over a dozen places during his time as Northcote, Goud has settled in Victoria, British Columbia with his wife where he does social work while not on the road. His outward dedication to the community, especially marginalized communities is commendable, and finds its roots in his faith upbringing. This of course weaves itself into the fabric of his songs as well.

With no touring for the foreseeable future, Northcote is without one of his most powerful points of connection with fans, new and old. Having toured from small clubs, to beautiful churches and alternative spaces, to some of the biggest concert halls in the world, Goud is routinely praised for his ability to make any venue an intimate, personal affair. Performing solo, or along with accompaniment in a duo or quartet format, Goud's presence on stage is equally captivating. As we all hope for the quick containment of the global pandemic, Goud yearns for the opportunity to get back on the road to share these songs and these stories with audiences around the world.

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