

NORTHCOTE

NORTHCOTE RELEASES NEW SINGLE "FREEDOM"
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NEW LP *LET ME ROAR* AVAILABLE OCTOBER 23 via BLACK BOX MUSIC
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"Freedom" Single Artwork
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(September 24, 2020 – Toronto, ON) – Canadian singer-songwriter and captivating storyteller **Northcote** (moniker for **Matthew Goud**) releases "Freedom", the latest single from his anticipated new album *Let Me Roar*, available **October 23** via **Black Box Music**. Self-produced and recorded at the Noise Floor on Gabriola Island, BC, "Freedom" is a heart achingly beautiful stripped-down folk Americana ballad about letting go, having self-compassion and living in the moment. Simple guitar melodies compliment the vulnerability of the lyrics and the heart-on-your-sleeve emotions displayed by the talented songwriter. Purchase and stream the track [HERE](#).

"Freedom was the last song written and recorded during the making of *Let Me Roar*," shares Northcote. "My goal was to write a type of last word for the record. I was hoping to write something big and catchy and a song that would reach the stars. What I ended up writing was a

song more about gratitude, about letting go of some of my expectations. I had been working so hard to be a good musician, a good husband, a good son and sibling, and I felt sorrow when I was not living up to what I had in mind for myself. I feel space and freedom when I play this song and I let go of the heavy pulls towards duty. For me, when I let go of heavy duty I feel a roar inside. In that way, for me, the song is a soothing addition to Let Me Roar."

"Freedom" follows the release of the Springsteen-esque focus track "Streets of gold" which premiered last month via [American Songwriter](#); the dreamy ballad "[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.

Let Me Roar is the most personal and affecting collection of songs Northcote 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](#).

Tune in [HERE](#) every Thursday at **7 pm ET/4 pm PT** to see Northcote perform live via [Instagram](#).



[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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