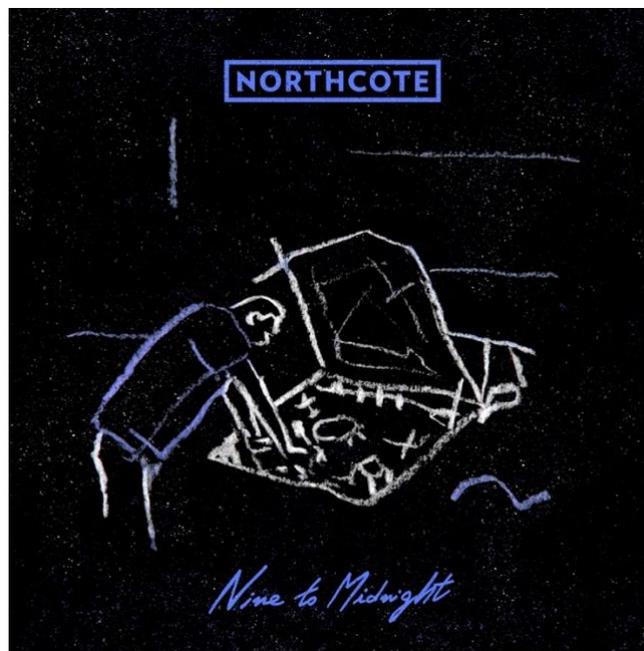


MEDIA ALERT

NORTHCOTE

NORTHCOTE SHARES VIDEO FOR NEW SONG “NINE TO MIDNIGHT”
WATCH [HERE](#)

STREAM + PURCHASE “[NINE TO MIDNIGHT](#)”



“Nine To Midnight” Single Artwork
Download [HERE](#)

(July 22, 2020 – Toronto, ON) – Today, Canadian singer-songwriter and captivating storyteller **Northcote** (moniker for **Matthew Goud**) shares a dreamy video for his gorgeous new single, “**Nine To Midnight**”. The track, which features Northcote's signature raspy-sweet vocals effortlessly laid over soulful, twangy guitar riffs can now be streamed on all DSP's [HERE](#). “Nine To Midnight” follows 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*. “Nine To Midnight” will appear on Northcote's anticipated follow-up to 2015's acclaimed LP *Hope Is Made of Steel* set for a fall release through **Black Box Music**. Additional details about the release will be announced in the coming weeks.

Once again showcasing his innate ability to craft accessible and engaging lyrics, "Nine To Midnight" explores the sacrifices that parents make to provide for their families. The song is a celebration of long-term commitments and glorifying humility.

"Nine to Midnight is a quiet story told closely and is supported by a subdued and intimate performance from the band," shares Northcote. "The story begins with a young boy waiting for his Father to collect him for a visit to a darkened Auto Repair shop of which his Father is a keyholder. After the key is turned the boy runs to the back where the light switches are located, careful not to upset the balance of the sleeping giant that is the shop at night. When not at the shop the boy listens to the radio to learn how adults speak and imitates manliness by claiming to never be afraid of cold weather. As the story continues to unfold we notice the amount of work and sacrifices made by parents and then the disconnecting as the child grows to find their own path and identity. The parent knows secret hours of faith and work, while the child learns that one must journey away to appreciate themselves and where they came from."

Directed by **Zia Kalyan**, the video for "Nine To Midnight" naturally draws on the songs narrative for inspiration and showcases a dream-like world where time is less important and the characters and their roles and journey take centre stage.



Click image above or follow this link to view the Zia Kalyan directed video for "Nine To Midnight":

<https://www.youtube.com/watch?v=ve1WrN3FKjg>

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](#). "During the show, I am sharing songs from different albums of mine and also cover songs that I feel align with a short story segment, or are fan-selected," Northcote explains. This week, Northcote will be hosting his weekly concert from the garage where scenes from the video for "Nine To Midnight" were filmed. Tune in [HERE](#).



Promo Photo Credit: Bjorn Lexius (Germany)
Download Photo [HERE](#)

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.

[Twitter](#) | [Facebook](#) | [Instagram](#)

###

For press inquiries contact:

Listen Harder Music Publicity

Jen Cymek | jen@listenharder.com

2938 Dundas St. W. P.O Box 70704 Junction Gardens PO
Toronto, ON M6P 1Y0