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Roachford

'Give It Up and Let It Go'

Released May 27, 2020

Listen [HERE](#)

From the forthcoming album 'Twice In A Lifetime' due September 11, 2020



Available to pre-order [HERE](#)

Many of us are experiencing difficulties at the moment, so now is just the time for British singer, songwriter and musician Roachford to release the single 'Give It Up and Let It Go'. Available from May 27, it's an uplifting track from his forthcoming studio album, 'Twice in a Lifetime'.

"[Give It Up and Let It Go](#)" is a nod to some of the Seventies soul music I've always loved so much... it's *my* soulful summer song!" says Andrew of his latest release, which is co-written with Jimmy Hogarth – who's also produced "Twice in a Lifetime" – and Eg White.

'Twice in a Lifetime' was originally due for release in April, but will now be available on September 11, 2020. The album had been receiving critical acclaim, and the singles '[High on Love](#)' and '[Love Remedy](#)' were A-listed by BBC Radio 2. Roachford's spring tour dates have also been rescheduled for the autumn.

Andrew says: "I was so looking forward to playing these shows. However, circumstances beyond anyone's control has made this impossible, but the most important thing right now is that we look after each other in these difficult times. Ride the storm, 'cos this show will go on."

Andrew's keeping busy until the album release and the tour; he's revived his classic hit Cuddly Toy with Gary Barlow for [Gary's YouTube Crooner Sessions](#), and the track has already had half a million views on Facebook alone. Gary said: "It's a session I'll remember forever", and it's been praised by Mark Ronson, who said: "I didn't know how much I needed this in my life. Nice one, dudes!"

Andrew and his band are also performing in their Dean Street sessions on YouTube. Three songs are available now, with more to follow. Those up on YouTube already include Rag 'n' Bone Man's Human, which the singer has praised as: "So sick".

Love Remedy: [WATCH](#)

High On Love: [WATCH](#)

Human (Rag 'n' Bone Man cover): [WATCH](#)

Andrew Roachford has enjoyed success for over 30 years, with hits including 'Cuddly Toy' and 'Only To Be With You', ten solo albums, songwriting credits for artists including Chaka Khan and Joss Stone, and is a member of Mike Rutherford's Mike + the Mechanics. In 2019, he was awarded an MBE for services to music.

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'Twice In A Lifetime' has been a hugely satisfying album for him to make. "With it, I finally get to showcase just who I am - an artist, a songwriter, a pianist," says Andrew. "I never wanted to be a fleeting popstar chasing momentary fame; I've always been in this for the music and for the long haul - and I'm still here. I don't think I've ever been in a better place than I am right now."

The album, full of grit and the most tremendous sonic energy, is produced by Jimmy Hogarth, who has previously worked with Paolo Nutini, Duffy and Amy Winehouse, and features several members of Winehouse's band and a powerful duet with 'Queen of British soul' Beverley Knight.

RESCHEDULED UK TOUR DATES

September 2020

Thursday 10th - Manchester, O2 Ritz
Friday 11th - London, O2 Shepherd's Bush Empire
Saturday 12th - Birmingham, O2 Academy2
Sunday 13th - Norwich Waterfront
Tuesday 15th - Glasgow Oran Mor
Wednesday 16th - Glasgow Oran Mor
Thursday 17th - Newcastle, O2 Academy
Saturday 19th - Bristol, O2 Academy2
Monday 21st - Brighton, Concorde 2

Tickets available from: <https://roachford.lnk.to/uktour2020>

'Twice In A Lifetime' tracklisting

1. High On Love
2. Love Remedy
3. Too Much To Lose
4. Give It Up And Let It Go
5. What We Had feat Beverley Knight
6. Won't Think Twice
7. So Long
8. Are You Satisfied?
9. The Truth Hurts Too Much
10. Gonna Be The One
11. Once In A Lifetime
12. Written In My Heart
13. You're The One

'Twice In A Lifetime' can be pre-ordered from the official artist store at:

<https://roachford.lnk.to/storePR>

For more information please contact Republic Media 020 3213 0135/ info@republicmedia.net