

# Saskatchewan's Newest Rising Singer/Songwriter Double CD Debut!

Saskatchewan's newest rising star, Will Ardell, officially released his debut double CD on March 1st. The album features a full length country cd, "All About the Ride", as well as a rock disc entitled "Leaving". Will penned all the songs on the release which is generating huge buzz on both sides of the border and overseas for its uniqueness and groundbreaking concept. Will Ardell, originally from Rock Point, Saskatchewan is currently residing in Swift Current and is more than a singer/songwriter - he is a musician with a mission. After recently losing his father to cancer and watching his mother overcome breast cancer, Will decided it was time to make a difference with his music. He has partnered with the Breast Cancer Society of Canada and 5% of all wholesale proceeds from the album will go directly to the foundation.

Will was recently quoted as saying "I came into this world with nothing and what I have when I leave will not matter but the ability to leave behind a song and a legacy through the Breast Cancer Society of Canada will be worth far more than material goods."

Will Ardell is represented by Rock Point Music Ltd. which he co-owns with partner, Blair Murdoch. The company currently also represents Nashville's up and comer Chad Edmonds. The duo's mission for the company is to represent artists from any genre of music who are searching to stay true to their personal vision and develop their craft.

Following up his first country radio single "Giddy Up," released nationwide in February, Will has just returned home from Nashville where the video for his second



radio release "Save Me" was shot, and released virally two weeks ago ([www.youtube.com/willardell](http://www.youtube.com/willardell)). "Save Me" was also released to Canadian Country Radio at this time, and has been climbing the charts at a rapid pace, ensuring it to be one of the hottest single releases this summer. Will is now on tour with the Southwest Chapter of the Saskatchewan Country Music Association (SCMA) and also just performed to a packed crowd during the Saturday afternoon Songwriters Café at the 2012 SCMA Awards Ceremony in Prince Albert on April 21st, to which he received rave reviews. Will is currently in the planning stages of a western Canadian radio/television tour starting May 7th in promotion of the single, his album, his music and his breast cancer cause. To arrange an interview please call 1-306-750-7726.

For more information on Will Ardell and Rock Point Music Ltd. please visit:

[www.willardell.com](http://www.willardell.com) ■ [www.facebook.com/willardell](http://www.facebook.com/willardell)  
■ [www.reverbnation.com/willardell](http://www.reverbnation.com/willardell)

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