

**For Immediate Release**

April 7, 2017

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## Media Release

# NEEDTOBREATHE Releases Video Featuring North Charleston High Marching Band

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**Charleston, SC** – Charleston County School District (CCSD) is proud to announce the marching band at North Charleston High School (NCHS) is part of the award-winning rock group NEEDTOBREATHE's latest music video of their song "Hard Love." The video for the title track of the band's sixth album features Andra Day.

Members of NEEDTOBREATHE, Bear Rinehart, Bo Rinehart, Seth Bolt, and Josh Lovelace, are all from South Carolina. They currently reside in the Charleston area.

In early January 2017, representatives from NEEDTOBREATHE reached out to CCSD and NCHS band director Brittany DeSignore about recording a significant portion of the video at Attaway-Heinsohn Stadium. The presence and participation of members from the NCHS marching band was requested as well. After all parties agreed on the opportunity, January 29, 2017 was set as the date for the shoot.

Director Jordy Wax of Contrast Films and the production crew met students and NCHS staff at the stadium at 10:00 a.m. and rehearsed for the rest of the morning. Following lunch, NEEDTOBREATHE arrived on set and went over the details of the shoot with the Cougars' marching band. Following a dress rehearsal, the actual recording of the video began at 5:00 p.m. and lasted for a few hours.

"North Charleston High School's Cougar Pride Marching Band had the pleasure of working with NEEDTOBREATHE to film the music video for their song 'Hard Love,' said DeSignore. "NCHS students got a hands-on lesson in the production process and were able to observe several careers affiliated with the music industry."

The video was released today, Friday April 7, 2017 and premiered on People.com.

"We got to shoot this video in our hometown of Charleston with some amazingly talented marching band students at North Charleston High School," noted lead singer Bear Rinehart. "It was probably the most fun we've ever had shooting a video, not to mention getting to add the powerhouse that is Andra Day to the song. Her energy was incredibly natural and her performance in this video crushes."

NEEDTOBREATHE released the album "Hard Love" on July 15, 2016. The band has earned 10 GMA Dove Awards and one Grammy nomination during their 11-year history together.

They are also set to perform at the North Charleston Coliseum on April 20, 2017.

To see the full video, visit <https://atlanti.cr/watchhardloveftandraday>.

For more information, contact Brittany DelSignore at (843) 745-7410 or CCSD Director of Communications and Technology Andy Pruitt at (843) 937-6583.

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#### **About the Charleston County School District**

Charleston County School District (CCSD) is the second largest school system in South Carolina representing a unique blend of urban, suburban, and rural schools that span 1,000 square miles along the coast. CCSD serves more than 50,000 students in 86 schools and several specialized programs. With approximately 6,100 employees district-wide, CCSD is the fourth largest employer in the region.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, charter, magnet, IB (international baccalaureate), and Montessori schools, and is divided into three Learning Communities led by associate superintendents. Options include specialized programs in science, engineering and mathematics; liberal arts; music and other creative and performing arts; career and technical preparation programs; and military and other public service enterprises.