

ELECTRONIC PRESS KIT - GRETCHEN ELISE - WAWA SINGLE & VIDEO RELEASE

For Immediate Release
November 10, 2020



gretchenelise.com/wawa

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GRETCHEN ELISE “SOCA-RIFIC” SINGLE “WAWA” RELEASED TO STREAMING PLATFORMS

West Philadelphia: Capping a years-long quest for a licensing deal with the local retailer, singer-songwriter Gretchen Elise independently pre-released her quintessentially Philly single “Wawa” and full-length video via online broadcast on October 10th 2020. Described as “soca-rific”(A.D.Amorosi, [Dosage Magazine](#)), the catchy Caribbean-flavored track was released to all major streaming platforms in mastered form on November 10.

“I really wrote it to sell tickets to a Wawa raffle basket at a nonprofit event,” shared Walker, a Delco native who performs with her first and middle names, Gretchen Elise. Prior to the election the song served as a wakeup call: “It’s a timeless song, my most popular song ever. It was really important for people to wake up and smell the coffee. Wake up and vote.” Walker hoped that the song would encourage people to “dance to the polls;” and dance they did.

Composed on-the-spot in 2017 by Walker for a West Park Cultural Center fundraiser, the earworm hook invites listeners to “wake up and jump.” The full-length video directed guerilla-style by Hezekiah (3Crates) combines jumps of Philadelphians of all ages - ice skaters, basement workers, family members - with jumps collected from fans as far away as Puerto Rico, Norway, and Congo.

The online, interactive release Oct 10 produced by Walker and, hosted by Magz.Fm, was also a get-out-the-vote event. Omar Sabir, Philadelphia City Commissioner, who through a contentious election season has continued to play an outsized role, was special guest. “It is imperative that every Philadelphian votes this November,” shared Sabir at the release event. “Our office is hard at work spreading awareness and reducing barriers to voting. I encourage everyone to vote as this is a fundamental right that our predecessors died for. Your voice matters.” With election results solidified, Walker says, “Maybe this event played a tiny role in getting out the vote. I feel good. Now if Wawa picks it up, that would be the icing on the cake.”

The archived Oct 10 livestream event, [music video “Wawa”](#) and new single are available at www.gretchenelise.com/wawa. MUSIC INDUSTRY - [EXCLUSIVE downloads here](#) of .wav and .mp3 files.

TRACK INFO:

Wawa ©P 2018 Gretchen Elise Walker
Executive Producer - Gretchen Elise Walker
Produced, Recorded, Engineered, Mixed by Doug Grigsby
Mastered by Rick Friedrich, Noyo Studios
Gretchen Elise - Lead Vocals
Naeemah Maddox - BG vocals

Anam Owili-Eger - Keys, BG vocals
Jay Davidson - Alto saxophone
Luke Walker - Guitar
Doug Grigsby - Bass, drum programming
Ricardo Martínó - Drums

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PHOTOS

Additional General Press Photos are located at <https://www.gretchenelise.com/about-1>



CAPTION: GRETCHEN ELISE
PHOTO CREDIT: ANDREW GORMLEY



CAPTION: An unknown passerby joined the video shoot outside Wawa on South Street, Philadelphia: L-R Naeemah Maddox, Unknown passerby, Gretchen Elise, Sonja Walker, Ricardo Martino, Luke Walker
 PHOTO CREDIT: HEZEKIAH DAVIS



CAPTION: Naeemah Maddox, Gretchen Elise during filming of Wawa video
 PHOTO CREDIT: HEZEKIAH DAVIS



CAPTION: Gretchen Elise at her house in West Philadelphia
PHOTO CREDIT: Andrew Gormley

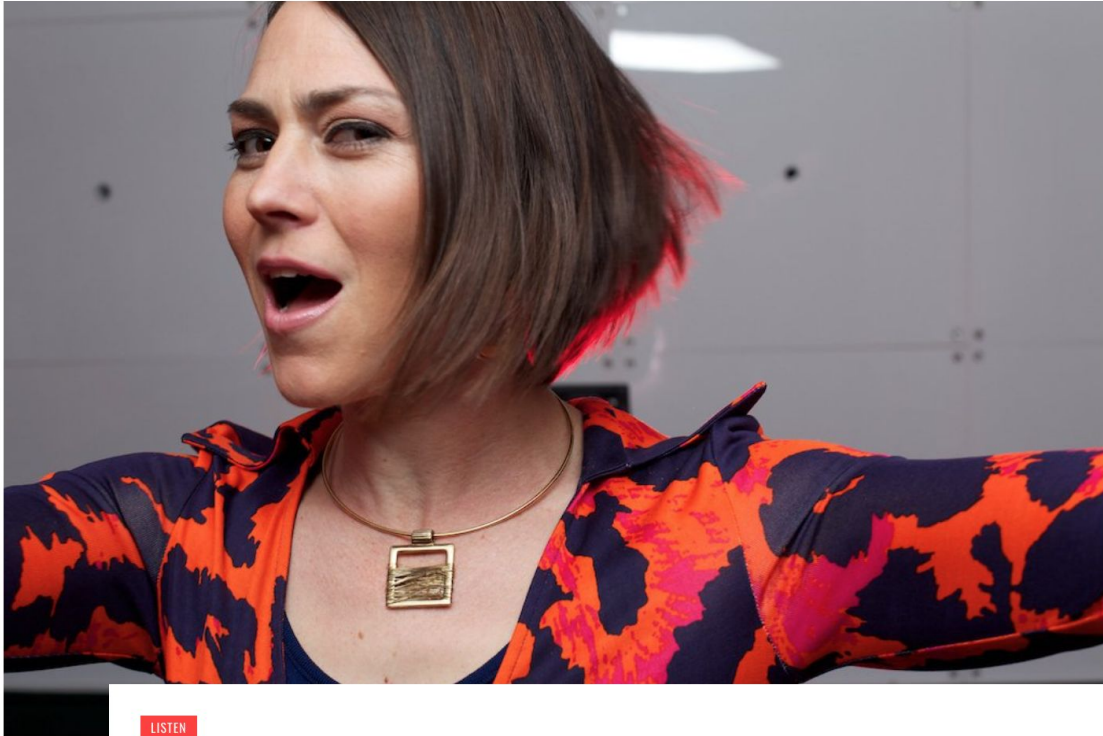


CAPTION: Gretchen Elise at her house in West Philadelphia
PHOTO CREDIT: Andrew Gormley

BIO - SHORT VERSION 2020

Gretchen Elise is a West Philadelphia- based singer-songwriter whose jazz-based, original music has international appeal. She has performed, recorded, and composed in five languages in Berlin, Boston, and Philadelphia. Raised in Delco, she adopted the Philadelphia region's affinity for Wawa, and in 2020 released a jingle for Wawa that she is hoping the convenience store chain will license for use as-is or for further development. In Gretchen's town hall-style shows, the whole audience jumps on cue to the "wakeupandjump" hook of her new "Wawa" single, described by Philadelphia Jazz Project's Homer Jackson: "Perfect tune!!! Exudes your intent. Exudes Wawa's intent too...they'd be foolish not to grab this." Gretchen is a Harvard University graduate, teacher, and education advocate with two children in Philadelphia public schools. More info at www.gretchenelise.com/wawa.

RECORDINGS - selected	
Wawa - Single 2020	https://www.gretchenelise.com/wawa
Time & Space Album 2010	https://www.gretchenelise.com/music
Are You Ready 2004	https://www.gretchenelise.com/areyouready
VIDEO	
WAWA video 2020	https://www.youtube.com/watch?v=izFcAwSavOc
Further videos	https://www.youtube.com/user/gretchenelisemusic/videos
PRESS	
Dosage Magazine, "West Philly Jazz Singer Gretchen Elise Likes Her Wawa" October 9 2020	https://www.dosagemagazine.com/west-philly-jazz-singer-gretchen-elise-likes-her-wawa/
West Philly Local, "Gretchen Elise Revisits the Cedar Park Stage with her Daughter" June 14 2016	http://www.westphillylocal.com/2016/06/14/gretchen-elise-revisits-the-cedar-park-stage-with-her-daughter/
Philadelphia Inquirer, "DivaNation Gathers the Jazz-Chanteuse Elite of Philly for a Joyful Noise" September 11 2014	https://www.inquirer.com/philly/entertainment/20140911_DivaNation_gathers_the_jazz-chanteuse_elite_of_Philly_for_a_joyful_noise.html



LISTEN

WEST PHILLY JAZZ SINGER GRETCHEN ELISE LIKES HER WAWA

West Philly jazz singer Gretchen Elise is set to release her new soca-rific single “Wawa” and its full-length video.

By A.D. Amorosi / October 9, 2020

West Philadelphia’s Gretchen Elise Walker – Director of Development at St. Mary’s Nursery School by day, warmly received singing-songwriting jazz vocalist by the rest of the day – has a story to tell about Wawa that has nothing to do with computer-ordered hoagies. And it comes with a happy ending, come Saturday, October 10, at 3 p.m. when she independently releases her new soca-rific single “Wawa” and its full-length video in a free online get-out-the-vote event featuring City Commissioner Omar Sabir. “Wawa” will be broadcast **here** at and live on her **FaceBook**, **Instagram**, **Twitter** and **Youtube** channels with the social media hashtags: **#wakeupandjump** **#getoutthevote** and **#wawa**. The track will be available for purchase on October 10 at BandCamp and all major streaming platforms.

The entire process for the Gretchen Elise Wawa musical journey – one that started spiritually as a Delco-born kid driving down Baltimore Pike past the original Wawa dairy – restarted in 2017 when her band was hired to play a West Park Cultural Center fundraiser in 2017.

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“I want this joy out in the world right now,” said Elise. “I want people to send this positive energy towards Doug. This event is about getting out the vote and recruiting poll workers to improve the numbers at the poll, the chances we will bring in new positive leadership at local, state, national levels. We will proceed. And, maybe, one day, Wawa will come around.”

...CLICK TO READ FULL ARTICLE AT:

<https://www.dosagemagazine.com/west-philly-jazz-singer-gretchen-elise-likes-her-wawa/>

About Post Author

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TESTIMONIAL:

“Perfect tune!!! Exudes your intent. Exudes Wawa’s intent too...The only worry is if the company has the guts to go with the power of the Afro-Caribbean vibe of the song. But, isn’t coffee Afro-Caribbean anyway? Again, brilliant thought... brilliant execution. Good luck... they’d be foolish not to grab this.”

--- Homer Jackson, Director, Philadelphia Jazz Project

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