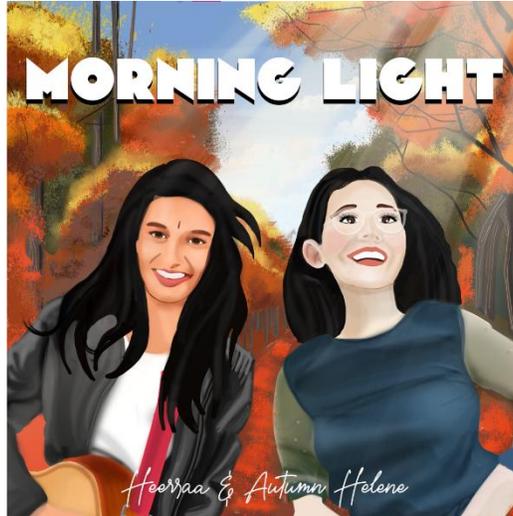




PRESS RELEASE – “Morning Light”



Across Two Continents, Two Young Female Artists Produce Uplifting Song “Morning Light” for Thanksgiving

AUBURN, WASHINGTON, USA and KUALA LUMPUR, MALAYSIA - Oct. 26, 2021 – Does the internet really connect us to people halfway around the world? From two different corners of the world, singer-songwriters Autumn Helene and Heerraa came together to co-created a heartwarming original song for this Thanksgiving. These two young artists have shown how music connects and unites the world after working many months together despite the 15-hour time difference and never having met each other physically.

Autumn Helene is a 14-year-old singer-songwriter and high school freshman from the United States while Heerraa is a 22-year-old Malaysian singer-songwriter, co-founder of the international youth movement Ascendance as well as a student at Harvard University.

Heerraa shared, “Autumn and I found out about each other through mutual award shows in the US. We each won awards in our own categories and admired each other from afar. One day, we messaged each other if we’d like to collaborate on a song. What started as a project, led us to becoming really good friends.” She explains, “We each write songs with positive messages that which typically have lessons, a purpose, a meaning and a solution. It’s exciting that the song is finally ready for us to share with the world.” Added Helene, “This has been such a fun experience. Heerraa and I have worked together via Zoom video technology, for many nights over the last few months, to co-write and create an original song about hope that can have a positive impact on the world and bring people together.”

Helene released her first original song “You Won’t Regret A Thing” when she was still 12 years old, in response to being bullied, and the song was selected for use in the new American dark fantasy thriller television series “Hunting Jessica.”



She writes songs that she hopes will make people think, feel and act. She has a new single being released on Halloween 2021 titled “Ghost,” which was written about the struggles of managing anxiety in these pandemic times, with a goal to bring awareness and reduce the stigma surrounding mental illness. The song was written, produced, recorded and sung by Helene.

On the other side of the globe, Heerraa’s most recent single, Feel Alive has received worldwide streams from fans in over 40 countries, including constant airplay on Malaysia’s #1 Radio Station, Hitz, as well other stations in Scotland, UK, Australia and USA. Feel Alive recently won the Gold Award for “Female Single of the Year” at the ISSA Awards 2021 (USA) and is a semifinalist for ongoing Anugerah Lagu Indie (Malaysia), becoming the Top 30 songs out of 750 submissions in Malaysia. Feel Alive was written during the heart of the pandemic as Heerraa shares through the song’s lyrics about her insecurities which stood in the way of her pursuit for happiness.

“Morning Light,” co-written and produced by Heerraa and Autumn Helene, is scheduled to be released on Nov. 19, 2021, in time for Thanksgiving Day 2021. The song's theme, Heerraa explained, “is about growth and embracing who you are. The central message of the song is about how life is a blessing, despite the challenges you might experience.” Helene added, “and the song reminds you how every day is a new opportunity for you to live your best life.”

About International Singer Songwriter Association (ISSA)

Website: <https://issasongwriters.com/>

Award Finalists: <https://issasongwriters.com/2021-finalists/>

Artist Instagram

@HeerraaOfficial

@AutumnHeleneMusic

#MorningLight

“Morning Light” – Autumn Helene & Heerraa

Executive Producers: Heerraa & Autumn Helene

Vocalist: Heerraa & Autumn Helene

Composer: Heerraa & Autumn Helene

Lyrics: Heerraa & Autumn Helene

Music Arrangement: Heerraa & Autumn Helene

Cover Art: Vinishyaa Sugumar

Mixing & Mastering: Syko G



FEMALE SONGWRITERS COLLAB MALAYSIA AND USA

About Autumn Helene: <https://linktr.ee/autumnhelenemusic>

Autumn Helene is a 14 year old ASCAP recording artist from Auburn, WA, USA, who writes songs to make people think, feel and act for the greater good. Often compared to artists such as Adele, Billie Eilish, Lorde, Mitski and Nina Persson, Helene's music is available on most streaming platforms with followers in 75 countries, and has been featured in Auburn Reporter (USA), Banks Radio (Australia), Belter Radio (UK), Casey Radio (Australia), CBJ Radio (USA), Colledge Underground Radio (USA), Chris Sarabia Live on Instagram(USA), Davey Ancombe on The Flash (UK), Georgia Songbirds (USA), (Top 5 songs in 2020) Grey Eagle Radio Show (USA), The Independent Music Show (Ireland), (Top 5 song in 2020 for 20+weeks) Indie Rampage Radio (USA), Indie Star Radio(USA), Kayden Gordon Show (USA), Live with Neve (USA), Local Music Scene (USA), Mark Skin Radio (USA), Music Mafia Radio (USA), (Top 5 song in 2020 for 10+ weeks) Nashville Ride 1956 FM Radio (USA), Paul Nash TV (USA), Radio Wigwam (UK), 2021 Seattle PRIDE (USA), 2021 Seattle Refined Artist of the Week (USA), Seattle KING-5-NEWS, Seattle Wave Radio (USA), (Top 5 songs in 2020 20+ weeks, 2020 Artist to Watch For) SheWolf Radio (USA), Tacoma Tribune (USA), Tabajara FM 106.1 (Brazil), Talent Watch (USA), TJ-TV (USA), UK Independent Radio (UK), and WSMG Radio (USA).

She is a member of the American Songwriters Association, Billboard 500 Club, ISSA, and West Coast Songwriters Association and is an admin for multiple music groups on social media. Helene is an ISSA worldwide representative, has been GRAMMY considered for her song "Stars Align," and has a song placed in television show "Hunting Jessica." Helene has received: 2021 ISSA Young Adult Artist of the Year (Bronze), 2021 Best New Artist Award in the Rampage Music Awards, 2021 Best Teen Songwriter and Top Teen Track "Good In You Remix," 2021 Elephant Talk Indie Awards, 2021 Indie Songwriting Awards Pop Finalist – "Blinded." 2020 Star of Tomorrow, 2020 World Songwriting Awards Best Song by a Young Adult Artist "Off My Knees." 2020 World Songwriting Awards Best Modern Country Song Finalist "Blinded." 2020 World Songwriting Awards Best Song Young Adult Finalist "Stars Align." 2020 Indie Rampage Radio Pop Artist of the Month. 2020 World Songwriting Awards Best Alternative Song Finalist "Good In You." 2020 ISSA US Young Adult Artist of the Year Finalist. Helene is working on a fully self produced album for release in 2022.

About Heerraa: <https://linktr.ee/HeerraaOfficial>

Heerraa is an international singer-songwriter and performer from Malaysia who is changing the world with music. She was featured in Hitz fm (Malaysia), Ahenfo Radio (Denmark), Indie Rampage Radio (USA), Mark Skin Radio (USA), Casey Radio (Australia), Epic Radio (Spain), Super Sound Radio (Scotland) and more. An award-winning performer, Heerraa has received "Entertainer of the Year" at the Rampage Music Awards (USA), Female Single of the Year (Gold) at the ISSA Awards (USA), Audience Choice Award (2017) & Festival Director's Award (2019) at Short+Sweet Song Festival (Malaysia), Finalist for Best Pop Song Winter 2021 at Indie Songwriting Awards (USA), Semifinalist for Anugerah Lagu Indie (Malaysia) as well as having received nominations for her music videos at the Malaysian Digital Film Awards. Featured on Simulacra 2's Original Game Soundtrack, Heerraa's song "The Girl Who Loved" has received worldwide recognition, most notably in Germany, UK, Poland & US. Her singles "Feel Alive" and "Crazy" was #1 on Hitz fm (Malaysia English Top 10) and the latter reached #1 on Indie Rampage Radio (USA). To date, Heerraa has performed online concerts in Spain, UK, India, USA, Scotland, Australia, Wales, South Africa and more. As she writes songs about the lessons she's learning in life and the solutions to the things we undergo, this songstress is impacting the world at large one song and performance at a time.

Heerraa is also one of the co-founders of the international youth movement, Ascendance. Alongside her co-founders, Heerraa received The Diana Award for Young Changemakers (UK) for their work of engaging Gen Zs to discover their passions and careers, set holistic goals and well as develop the right values and mindset to achieve success. To date, Ascendance has impacted over 35,000 students in 25+ countries through their programs and currently holds the record for the largest student-led conference in the world. Heerraa served as their COO from conception to 2020 and currently serves as an Advisor to Ascendance while the team is currently led by Gen Zs ages 9 to 25 years old. Heerraa is supported by social business incubator, ET Ideas Group, a platform that develops successful entrepreneurs to step out of the system and solve world problems at the root cause, collectively and selflessly.



(Lyrics)

Chasing a feeling that doesn't exist
I'm starting to wonder if ignorance is bliss
I used to be someone I really miss
When will it all make sense?

The rainbow hides within the rain
Someday my view will change

And I
Know things will be alright
And I
Know in darkness comes the light
The morning light
The morning light

New day, new journey self discovery
Who knows what I'll find right inside of me
Don't like it, I fight it but it's a part of me
When will discomfort end?

The rainbow hides within the rain
Someday my view will change

And I
Know things will be alright
And I
Know in darkness comes the light
The morning light
The morning light

My blessings come in lessons
That's the way of life
It will all be worth it
In the morning light

My blessings come in lessons
That's the way of life
It will all be worth it
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