



FOR IMMEDIATE RELEASE

Anthony Preston/A2 Productions Taps Dance Legend Ultra Naté, Angelica Ross and the Who's-Who of LGBTQ+ Influencers for "FIERCE" Song, Motion Music Video and Trans Awareness Campaign

LOS ANGELES (February 15, 2023) – Ultra Naté, chart topping Dance/EDM artist joins **Angelica Ross** (*American Horror Story, Pose, Chicago on Broadway*), and **Mila Jam** (*Rent*) to deliver a stunning vocal performance on the **A2 Productions** (Anthony Preston/Andre Lindal) (*Kelly Clarkson, Britney Spears, Justin Bieber, etc.*) written and produced dance/pop track "**Fierce**," released on **February 14, 2023** (A2 Productions/Symphonic Distribution) – but that's only part of the story. The accompanying music video features a roll call of the biggest LGBTQ+ influencers, community leaders and allies (*inc. Brandy, Kalen Allen, Sarah Kate Ellis, Muni Long, Gabrielle Union and Tina Knowles-Lawson*) in a masterpiece visual directed by **Frank Gatson** (*Beyoncé, Rhianna, En Vogue*).

The Fierce Project is much more than the song - it educates and informs by merging pop culture and social justice in an easily digestible manner. Music and entertainment, especially in the digital era, provide a powerful platform to connect with and inspire the world. Anthony Preston, the project creator and lead, states "*The Fierce Project aims to celebrate the trans community through song while educating and calling for an end to the pandemic levels of violence committed against them.*" It's in the song lyrics - "*Music is a judgment-free zone,*" where "*Love will conquer all.*" To that end:

The Fierce Project is all-inclusive and invites everyone without regard to gender, sexual orientation, race and/or religion to be free to be Fierce!

"Fierce" premiered on Friday in partnership with **GRINDR** – where the app's 5.5 Million US users had exclusive access to watch the "Fierce" Music Video or listen to the song on their favorite streaming service. **PRIDE RADIO** on the **iHeart Radio** app premiered the song at Midnight, and played it again at the top of every hour for 24 hours, and continue rotation airplay.

"**The Fierce Challenge**" fueled by a comprehensive influencer campaign, will launch early March – challenging users on **Tik Tok, Instagram** and **Facebook** to participate and have the opportunity to win major prizes.

The project boast support from **The Pop Culture Collaborative** (**Rockefeller Philanthropy Advisors**) and **Lyft**, and a significant portion of the proceeds raised will be gifted to the **Sylvia Rivera Law Project**, **The Marsha P. Johnson Institute**, and **GLAAD's Transgender Media Program**.

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HASHTAG: #WEAREFIERCE
Audio ISRC: QZ5FN2347422 Release UPC: 197368208107
Video ISRC: QMEU32390067