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Alfa to release new album “Spark & Fury” on June 23rd

May 22nd, 2017– San Diego, California: Pacific Records artist Alfa will be releasing her new album “Spark & Fury” On June 23rd. Hailed by Music Connection Magazine as “an artist who has a spectrum of colors in her palette, a songwriter with a knack for tickling a mainstream ear,” Alfa will bring her distinct pop flair to her first full-length album since joining Pacific Records in 2015.

“[Spark & Fury] is about accepting myself as I am: all my flaws, adjusting to each ‘phase’ in life, my vulnerability in love and my career; and betting that others can relate,” says Alfa, a Philippine-native who took up songwriting as a way to adjust to her new suburban life in New Jersey where she grew up. In 2015, Alfa signed with Pacific Records and has since headlined a stage at NAMM and opened for the likes of Sam Smith, Howie Day and Us the Duo.

“Spark & Fury” is the culmination of two-years of collaboration with artists across the across the country and will also mark Alfa’s producing debut. “You can hear a new confidence in these tracks; a deeper connection to her songs, and a more authentic sense of presence on the mic,” says recording artist Ainjel Emme who was the vocal producer and one of the guitarists for the album. In addition to Emme, the album also includes the talents of Grammy-nominated producer Marc Lacuesta; Hollywood-based songwriter and producer Andrew Furze; and Grammy-winning producer Alan Sanderson, among others.

Digital pre-orders for “Spark & Fury” are available on iTunes and will remain open until the June 23rd release with the album release show at the iconic Hotel Café in Los Angeles on June 30th.

Pre-order “Spark & Fury”: <http://apple.co/2pbzdRS>

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