

“TROI encourages Mindfulness through Music as we enter the New Year”

The world needs re-awakening and TROI uses music to inspire self-awareness and self care through her brand new single, a unique mix of folk and pop.

Hertfordshire: After a difficult year for us all, TROI embraces the need for change. She encourages others to revolutionise the world through community and music. She is best known for her memorable melodies and relatable lyrics, telling thought provoking stories through metaphor and philosophical contemplation. Her new song Mindfulness encapsulates this perfectly.

It's been a year since TROI's first single 'I Don't Wanna Grow Up' 2019 that got an impressive 2.8K views on Facebook and her EP, Preconceived, which sold out all physical copies of her CD in just over 1 week! This, along with her London Gigs (one of which was supporting Republica) and the momentum generated on social media over the years, means TROI is in the very exciting position of releasing even more new music.

To keep up momentum, TROI has planned:

- A (3 year marketing) campaign of 12 seasonal singles over (the first) 2 years.
- Followed by an EU Tour (encapsulating her travels).
- A fresh new brand, YouTube/Podcasts, Music Video, Gigs and more.
- Setting up a merch store.

About TROI: TROI is a UK based artist and singer/songwriter from Hertfordshire. TROI wishes to keep live music alive and to inspire mindfulness, gratitude, compassion and open mindedness through her music, yoga, meditation and travels. Finishing her Masters at Tileyard, she is equipped to take on the exciting year ahead!