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JERRY JEFF WALKER RELEASES *MOON CHILD*, HIS FIRST ALL-DIGITAL ALBUM

Texas Troubadour Markets His New Album Exclusively Online

AUSTIN, TEXAS—*Moon Child* is Texas singer-songwriter Jerry Jeff Walker's newest album, but in one very important respect it is different from the 30-plus releases that preceded it. *Moon Child* is available exclusively as a digital download through Walker's website, www.jerryjeff.com. It will be available from other online stores such as iTunes and Amazon November 16, 2009.

Despite the new-fangled delivery system, *Moon Child* hews close to the classic singer-songwriter tradition that Jerry Jeff has always embodied. As well as a half-dozen JJW originals (including a reprise of the title track, which first appeared on the LP Jerry Jeff Walker in 1972), he also essays songs by Jimmie Dale Gilmore, John Denver, poet and longtime pal Charles John Quarto, Susanna Clark and Chris Wall. *Moon Child* is a worthy addition to a canon that includes the timeless standard, "Mr. Bojangles."

The music ranges from country to near-folk to jazz-tinged pop to a lilting Caribbean groove, all bound by Jerry Jeff's unique phrasing and inimitable voice.

As he has so often in the past, Jerry Jeff turns his lyrical eye on the things that matter: the simple pleasures in a well-spent life and the ties that bind lovers and families together. "Down In Belize" and "Caribbean Moon" are musical postcards from the Central American nation where the Walkers have a second home. "The Vows" is a song Walker penned for his parents' 60th wedding anniversary, while "This Wedding Day" celebrates the marriage of his daughter, Jessie Jane. And



“What True Love Is All About,” arguably the loveliest song on the album, is the latest in a career-long series of love songs to his wife, Susan.

Despite his fealty to the acoustic guitar and the songwriter’s pen, Jerry Jeff and Susan (who also serves as his manager, booking agent and president of their record label, Tried & True Music) have long been in the forefront of music business innovation, *Moon Child’s* digital release being only the latest iteration.

The Walkers were early champions of taking control of all aspects of Jerry Jeff’s career, literally bringing his booking, management, record label, promotion and publishing under one roof. They championed and mentored younger songwriters early on, helping to build the vibrant Texas music scene and, in turn, introducing Jerry Jeff to younger audiences. And, long before the advent of Facebook and My Space, they took “social networking” to a whole new level with an international fan club that celebrates Jerry Jeff’s annual Birthday Weekends and, more recently, trips to Ambergris Caye, off the shore of Belize.

But in the end, all of that exists to serve a guy with a guitar and a rhyme. Jerry Jeff is proud of serving the troubadour’s tradition, but sometimes even those close to him wonder why he keeps on keeping on, at age 67, when other singers his age have long since hung it up.

Perhaps the answer can be found in one of the songs on *Moon Child*, when Walker weighs the virtues of a life spent in music: “We did it simply to do it/We did it to be tender and tough/We did it for the beauty of the music/Isn’t that explanation enough?”

