



A truly gifted songwriter, performer and recording artist, Aaron Hendra is also an owner of LA based indie Give Records. He met entrepreneur Rick St George in 2008 and created Give. In a era where major label development is almost nonexistent, Give provides opportunities and time for an artist to find their musical identity.

OCTOBERSONG is the debut release for both Aaron and Give and was sculpted over a 3 year period at Give Studios in LA. An opportunity like this is a dream come true for any artist but did not come easily for Aaron. Rather it is a result of over a decade of persistence through ups, downs and near misses that would cause most aspiring musicians to pack up and head home.

Early success for the Aussie born songwriter came when he hand delivered a simple piano/vocal demo to the record company office of Aussie recording superstar John Farnham. Several weeks later Aaron received a personal phone call from Farnham, stating that he loved the song and wanted to record it. "Don't Let It End" became a single on Farnham's multiplatinum CD "Romeo's Heart". Sheryl Crow and Dianne Warren also pitched songs for this album.

In 2001, a recording contract with Hollywood records helped Aaron and his band gain access to the United States and opportunities to live abroad and grow as a songwriter. Producer problems left the group unable to deliver a cohesive record however and a year after signing the deal, the label dropped the young band from its roster. A period of seven years passed where Aaron continued to pay dues. This included two further letdowns, a development deal with Warner Bros that ended when the supporting A & R person lost their job, and then, making it all the way through auditions to the top 50 finalists for the 1st season of Rockstar with INXS only to miss final selection for the show. Major label deals and Reality TV at that point were not the destined paths. 2005 thru 2008 consisted of days on the construction site and nights playing small acoustic shows and writing songs. This only served to fuel the flame.

# AHP

Near the end of 2007 the gift of a second chance at a recording career arrived. Aaron met Rick St George, a finance guy who saw the untapped talent and believed in his music immediately. The entrepreneur struck a deal with the songwriter and Give Records was born. Once again able to focus fully on writing and recording, Aaron began to assemble a team.

Give Records

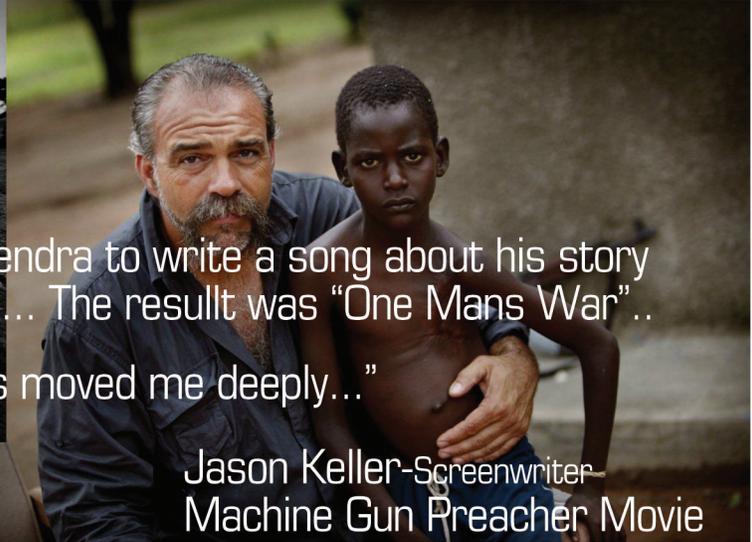
Long time friend and superstar touring drummer Greg 'Gigi' Gonaway (left) (ex- Mariah Carey) joined forces with Aaron and moved to LA in 2009 to begin pre-production. St George, thinking this was more than a solo artist but not quite a band, dubbed it the 'Aaron Hendra Project'. Work began under the AHP moniker. Not wanting the pressure of the usual ticking clock of commercial studios, St George decided to search for a unique space as a new home for 'Give'. He soon found a secluded compound only a block from the famous Sunset Strip in Beverly Hills. Not only was the space perfect for the album, it also had a rich musical heritage.



Built in the 70's by the late Richard Colburn (Founder of the Colburn School of Music in LA) to entertain LA socialites, the house featured a ballroom designed for chamber orchestras. Classical violinists such as Itzhak Perlman, Yo-Yo Mar and Isaac Stern were regular guests back in the day. St George, Aaron, Gigi and sound engineer Dave Ahlert (above) went to work turning the library into a control room and the production began. Producer Rob Hill also joined the team in 2010 and once tracking was complete, Aaron and Gigi took the songs to South Beach Studios in Miami Beach, Florida where renowned mix engineer Tom Lord-Alge added his magic and finessed them to completion. The album was finally mastered by Ted Jensen at Sterling Sound, New York City.



# Machine Gun Preacher



In Jan 2010 Sam Childers asked Aaron Hendra to write a song about his story and mission to save the children of Sudan.... The result was "One Mans War" ..

"Hearing their little voices moved me deeply..."

Jason Keller-Screenwriter  
Machine Gun Preacher Movie

In Jan 2010, with a major motion picture about his life (starring Gerard Butler) in the works, Sam Childers a.k.a the "Machine Gun Preacher" visited Give Studios and asked Aaron to write an end title song for the film and to help the children of Sudan. The result was "One Man's War". AHP then traveled to Sudan to record the 300 children now living at the orphanage sing the end choruses of the song. Touching and inspiring listeners all over the globe, it has become an anthem for the work and mission of the Machine Gun Preacher.

'one mans war'

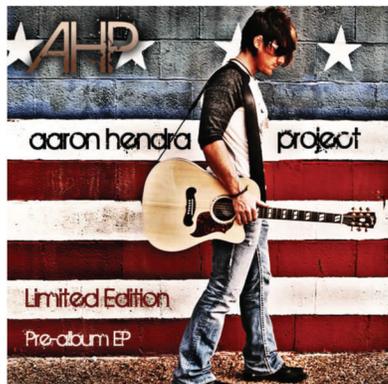


AHP

# AHP

The yet to be released new album OCTOBERSONG features 11 tracks from the artist. With definite mainstream appeal, the music and songs of Aaron Hendra are poised to make an impact on a broad audience ranging from high school aged youngsters to mature adults. With a message, voice and sound that is fresh yet authentic and heartfelt, this adult contemporary artist is destined for the world stage.

## OCTOBERSONG



EP out now  iTunes



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aaron  
hendra  
project

Give Records



Never give up ....