

For Immediate Release

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Indie Alt Pop Band Che-Val Releases Single “Don't Give Up On Me” to Help Fight Parkinson's Disease

Rising alternative pop husband and wife duo Che-Val has recently joined up with Team Hope to show that great music and great causes can come hand in hand. The indie band is happily donating all proceeds from their second single “Don't Give Up On Me” to the National Parkinson Foundation, in an effort to help those suffering from the disease.

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For some, music isn't just a tool to entertain or to express, but it's also a way to try to help the world be a better place. Enter indie alt pop husband and wife duo [Che-Val](http://www.che-val.com), who have recently shown they are fully willing to record and perform for a great cause. Recently, the band not only announced the release of their much anticipated second single “Don't Give Up On Me”, but in partnering with Team Hope, that all proceeds from the release will be donated to help fight Parkinson's disease through the work of the National Parkinson Foundation (NPF). Fans have responded to the news with enthusiasm.

“Parkinson's is a hard disease to watch as a family member. The fact that there is no cure makes me feel helpless,” says Kenny Cash, from Che-Val. “This is a way I can help out. I'm not going to lie - doing this fundraiser actually is actually for myself. I think it makes me feel a little more in control of the situation. And if it even helps anyone affected by this disease in the slightest, it's a win-win.”

The single is available as a download on iTunes, Amazon, and Google Play, and is available for streaming on Spotify.

According to the band, there have been at least two cases of Parkinson's among close family members, with both Kenny's mother and grandfather suffering from the neurodegenerative disease. This makes the song as much a personal message as it is a social one. Clearly, it's resonating with music lovers deeply.

The song is a follow up to Che-Val's debut single, “My Beat,” which was heard on Top 40 and Hot AC radio stations nationally and reached #55 on the Top 40 Mediabase Activator Chart. While the first single radiated high-energy 80s-inspired pop, “Don't Give Up On Me” reveals a softer acoustic side of the band with a pleading singer-songwriter ballad.

Emily G., a writer and blogger from Boston, recently said, “Che-Val is alternative pop that isn't afraid to try to make a difference. Their new single 'Don't Give Up On Me' is, in my opinion, their best work yet and it's released to help a good cause, the National Parkinson Foundation. It's not a download you will regret!”

For more information be sure to visit <http://www.che-val.com>, or you can visit <http://www.crowdrise.com/cheval> to donate additional funds to the cause.