

**FOR IMMEDIATE RELEASE**  
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## **New Song Celebrating St. Joseph Released**

**Homegrown song is written and produced for the  
Made With Uncommon Character community branding campaign**

ST. JOSEPH, Mo. (November 20, 2017) – The community of St. Joseph has its own original song titled, “Are You In Love?” The song has been released online and is now available for download at [www.uncommoncharacter.com](http://www.uncommoncharacter.com). It can also be found on Apple iTunes and other popular music distribution websites. “Are You In Love?” was commissioned in August 2017 for the launch of St. Joseph Community Branding's campaign, “Made With Uncommon Character.” It was written by Simon Fink, a local St. Joseph, Mo. musician of Under the Big Oak Tree fame.

Kristi Bailey, who leads the community branding initiative, said, “The song tells of St. Joseph’s past and those current residents who continually strive to make their lives better. It is for the people of St. Joseph, Mo., past, present and future.”

“We’re aiming to feature the best aspects of our community and region ... starting with its unique people, places, and events of positive character and innovative spirit,” said Christel Gollnick, campaign creative manager. “Are You In Love?” is an upbeat Americana song that captures the personality of the region and summarizes what so many people love about living here.”

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Several local musicians made the final production of the song possible: Simon Fink – writer, co-producer, lead vocal, and acoustic guitar; Jason Riley – co-producer, electric guitar, and nylon guitar; Lester Estelle - drums; Craig Kew - bass; Ken Lovern – piano and organ; Jolie Riley - backing vocal; Kristen Hamilton - backing vocal; Matthew Russo - mixing and mastering.

Fink said, “I’m hoping the song will help people get excited about the branding campaign and about their town.”

St. Joseph Community Branding, LLC is a nonprofit organization led by a collaborative grassroots group of communications and creative professionals working to promote the community of St. Joseph and the surrounding region while serving as a resource for all who are living, learning, working, playing and visiting the area. Made With Uncommon Character™ is the branding campaign launched in 2017.

Kristi Bailey of St. Joseph Chamber of Commerce leads the initiative. Members of the directors group include Joey Austin, Mosaic Life Care; Bridget Blevins, St. Joseph School District; Beth Conway, St. Joseph Convention and Visitor Bureau; Jomel Nichols, Missouri Western State University; Mary Robertson, City of St. Joseph. Christel Gollnick, JUPER Communications, LLC, manages creative development.

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## Are You in Love? Lyrics

Words and music by Simon Fink, © 2017 Commissioned for the Launch Party of the St. Joseph Community Branding Campaign. For the people of St. Joseph, Missouri, past, present, future.

<https://store.cdbaby.com/cd/simonfink?SourceCode=HEARNOW>

Look at the sky  
Look at the ground  
Look at the faces  
Look at the town  
Are you in love?

Look out at the bluffs  
That wide, wide river  
The way it seems like it  
Rolls on forever  
Are you in love?

--

Great houses of old  
Promise yet untold  
Old brick peaks up through the  
blacktop  
In a whisper  
They say it's got character  
There's an edge here  
That's something I love

They came here from the East  
Hoping for hope  
They harvested the earth  
And stone by stone  
They made it their home  
They struggled and strived  
And some even found love

--

Booms and busts  
Fires and rain  
They hung together when the floods  
came back again  
Waiting for the sunlight to shine  
through the cracks again—  
And on what had washed away  
Just tried to give it some love

--

It's going to take grit  
It's going to take sweat  
It's going to take you, me,  
And everyone we can get  
I'll be Roubidoux  
You be Lewis and Clark  
I'll meet you way up on Lover's Lane  
After dark

We'll take the Pony Express  
I'll bring the Cherry Mash  
You be Jesse James  
I'll be the bag of cash  
You be the drummer boy  
I'll be the Hawk playing sax  
You be the tenderloin  
I'll be the Saltine Crackers

--

Look at the sky  
Look at the town  
This is the place  
Where it all went down  
Are you in love?

Look out over the hills  
The river, the roads  
The way they twist and twine  
And bring us home again  
They're bringing us home

Na na na na...  
Are you in love?

