

Kevin Ross Visits Students Of GRAMMY Museum® and Ketchum-Downtown YMCA's Education Program

Motown Records Artist Discusses His Creative Process and Career with Students



Kevin Ross and YMCA students at the GRAMMY Museum

LOS ANGELES, Calif. (July 20, 2016) — Motown Records recording artist Kevin Ross made a special appearance for Ketchum-Downtown YMCA students as part of an education program the GRAMMY Museum and YMCA are co-producing on Wednesday, July 20 at the GRAMMY Museum at L.A. LIVE. Ross shared insight into his creative process as a singer, songwriter, and producer; his rising music career; and how he balances it all.

When asked if he would go back in time and change anything about his career Ross replied "I wouldn't. Everything that happened brought me here. There is no failure in life. If you let it conquer you, then that's a failure. If you fall make sure you fall forward."

For talented R&B singer/songwriter Kevin Ross, having his debut EP, *Dialogue in the Grey*, get released on Motown Records in partnership with the Bar Entertainment, is a thrill, not least because he grew up idolizing Stevie Wonder, but his real goal is to make a mark, not merely try to repeat past glories. His entire approach is to blend the old-school soul music of his parents' generation with the post-hip-hop cutting edge of today, which becomes clear on songs like the finger-snapping street corner doo-wop of the introspective "Pick You Up" or the hybrid R&B/rap of his interpretation of Kanye West's "Say You Will" ("Don't Say You Will"), featuring T.I.

"I acknowledge the Motown history and sound, but it's our responsibility as a generation to up

the ante," says the DC/Maryland-born artist, who studied voice at Boston's prestigious Berklee College of Music before landing in Atlanta, where he's collaborated with such artists as Jamie Foxx, Usher, and Akon.

"I want the audience to get a feel for who I am," says Ross about his debut effort. "The songs are truly about what I stand for and believe."

Ross has won two consecutive "Wild Out Wednesday" talent competitions at BET, which led to him being honored as a "Music Matters" artist and a performance on the 2013 BET Honors Award show, where he sang "Just Because." AOL Music recently named him "Best New R&B Artist."

In an effort to celebrate the enduring legacy and influence of Motown Records, the GRAMMY Museum unveiled *Legends of Motown: Celebrating The Miracles* in May. On display on the Museum's third floor through spring 2017, the exhibit is the Museum's second tribute to a Motown act, following *Legends of Motown: Celebrating The Supremes*, which debuted June 25, 2015.

The GRAMMY Museum seeks to educate and inspire all Museum visitors and Members as to the enduring qualities and cultural significance of popular and classical music. By implementing a variety of innovative educational strategies; by incorporating the advice and needs of scholastic teachers, locally, regionally, and nationally; and by presenting the expertise of Recording Academy members, the GRAMMY Museum offers the most dynamic and exciting educational programs available from music museums today.

###