



## **Success stories like his don't happen everyday, but Roland Majeau is one of talent, initiative and sheer luck.**

*Fresh from his Canadian print, radio and television campaign for the Ford Motor Company, singer/songwriter Roland Majeau prepares to take the U.S. by storm.*

New York, NY ([PRWEB](#)) December 31, 2004 -- An accomplished singer and songwriter in his native Alberta, Majeau had written a song, "If This Ford Could Talk," that he thought would be appropriate for the drivers of Ford Explorers. After approaching Ford's Canadian advertising agency, Young & Rubicam, Majeau and his song were used in print, radio and television ads across the country, with the entire "Ford Stories" campaign kicked-off by Majeau. Now Roland Majeau is ready to take his success further by shifting his focus to writing for commercials, television and film, in addition to producing his own full-length releases.

A story-telling songwriter, his songs have been known to tug heartstrings. "Soldier's Cry" has been performed for the Prime Minister of Canada and was a reflective song about not forgetting the veterans of the first two world wars. More recently, he's written songs for charities ("Sail Away") such as the Canadian Cancer Foundation and the American Cancer Society ("Behind the Badge"). The latter has been used by NYPD's Relay for Life for the American Cancer Society in New York. Early in 2005, Majeau will again work with the NYPD in the form of the Police Women's Endowment Fund and the American Cancer Society has decided to use a version of "Behind the Badge" for the FDNY's Relay for Life.

Mark Kamachi, Creative Director, Young & Rubicam West:

"Roland was instrumental in helping us to build an emotional tie between people and their heritage to a piece of metal, that being trucks. That's truly a testament to his talents and capabilities and he came through for us beyond our own expectations. Roland created a song that touched the hearts and souls of many Albertans with his song "If This Ford Could Talk." Now if he can do this with trucks, need I say more about the talent he has to offer."

Patricia Conroy, Award winning singer/songwriter - awarded CCMA Album Of The Year (1993), CCMA's Best Independent Female Artist (1999): "Roland is a uniquely gifted artist. He is able to paint a picture with his songs and touches the soul with his voice. Listening to him is an experience; not just a concert."

Performing and writing real music for real people, Roland Majeau's music, humor and heart have captured the attention of the professional world of television, radio, and stage and also the arenas of politics, charities and churches. He really speaks to and for "the people" with understanding and charm that not only draws them in but also keeps them there. A storyteller at heart, Majeau's gift of writing songs with warmth, wit and a focus on real life issues, is not only engaging but also captivating. Often likened to James Taylor, Majeau's unique blend of country/folk/pop is a combination that's pleasing to the ear. However categorized, this is music that tells a story. With three albums to his credit, "Acoustic From The Heart," "Bugs In A Jar," and most recently, "Coconut Stone," momentum in the career of this talented artist is beginning to build.

Roland Majeau's songs, all available for licensing, can be found at: [www.rolandmajeau.com](http://www.rolandmajeau.com).

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