

Press Release:

## Blues for the Homeless - Richard Koechli's new song "Schacher Sepp"

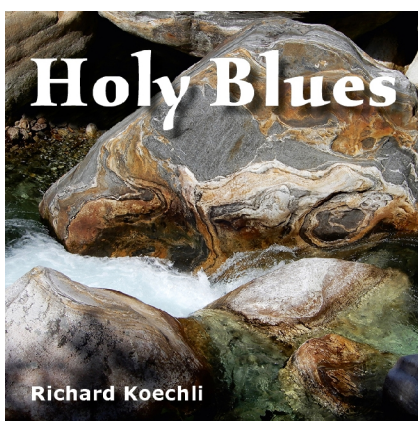
The award-winning blues artist Richard Koechli (Swiss Blues Award, Swiss Film Music Award, German Music Edition Award) surprises on his latest album "Holy Blues" with his interpretation of the legendary Swiss folk song "Schacher Sepp". Now he's sending the song on a world tour in a short film produced in the U.S., and linking the whole thing to a call to "Help the Homeless!"

Holy Blues? In Switzerland, "Schacher Sepp" is indeed as good as holy and probably the most successful traditional. This song means a lot to singer and guitarist Richard Koechli; he regrets "that it has mutated into a party hit in pop music in the meantime" and wants to give the song back its original depth – with an idiosyncratic blues version and a short film, produced and released by the renowned US video-promotion agency



"Relaxing Blues". Koechli wants "this song to go out into the wide world as a cultural treasure of Switzerland." In the 10-minute story (subtitled in English), Sepp (english 'Joe') encounters global misery: more than 150 million homeless people, up to 2 billion living in inadequate shelter. Sepp's call: Help the homeless in your street, in your city, in your country. Give these people respect, attention, some kind words, a smile, give them some of your money, either directly or through a charity (charities are listed in the video).

Koechli: "I don't want a benefit show; we did everything we could to preserve the dignity of homeless people in the film. The song and the video should touch, so that we slip for a moment into the skin of these people, recognize their greatness and beauty - to help discreetly, humbly and individually." The video has already been played 6,000 times within days and is receiving very emotional reactions on social media, e.g. from John McNerney from Houston Texas (member of the Grammy Recording



Academy): "And then someone comes along and crafts a touching song that reinforces our better nature. I just watched the video and my eyes welled with understanding. Bravo sir, bravo!" Richard Koechli hopes that this video will be as successful as the clip produced by the same U.S. team for his last year's single "[Sensitive Kind](#)", which is one of the **most internationally successful Swiss music videos with 2.5 million clicks**. "Difficult to top, but Schacher Sepp has enchanted us, so why shouldn't he be able to enchant the whole world?"

**Press review:** Koechli's album & book "[Holy Blues](#)" received excellent reviews in the music world, reached **#6 in the French blues charts**, made it to **#9 in the Swiss pop-charts** (best CH albums) and is played by numerous blues radios in the USA, England and France. The title song was recently used (along with other music by Richard Koechli) for the **soundtrack of the new documentary film "Return to Alaska"** by Beat Bieri, produced for **Swiss television SRF1**.

--> [Watch the video Schacher Sepp \(please turn on subtitle function on Youtube\)](#)

--> [Song-Downloads \(on a secure Swiss server\) for Airplay \(WAV, mp3, radio edit\)](#)

--> [Artist website \(www.richardkoechli.ch\)](http://www.richardkoechli.ch) --> [Press info for this project](#)

--> [Promotion \(www.johninhoustonpr.com\)](http://www.johninhoustonpr.com)