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GUITARIST / SINGER-SONGWRITER / PRODUCER RICKY BYRD

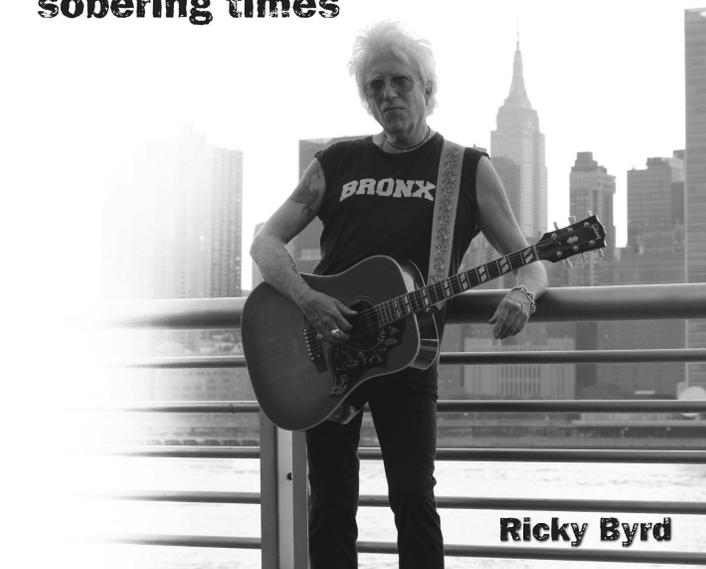
ANNOUNCES PARTNERSHIP WITH BFD / THE ORCHARD FOR DISTRIBUTION OF HIS LATEST CD

SOBERING TIMES
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~RELEASE DATE APRIL 9, 2021~

~FIRST SINGLE “TOGETHER” RELEASED TODAY~
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sobering times



New York, NY (February 19, 2021)—**Ricky Byrd**, Rock and Roll Hall Of Fame Inductee (2015 with Joan Jett and the Blackhearts), originally released ***Sobering Times*** (Kayos Records) in **September 2020**. Initially available as a limited release on RickyByrd.com, ***Sobering Times*** will now be distributed worldwide to retail outlets and digital platforms via a new partnership with **BFD / The Orchard**. The lead-off single “**Together**” -- The Coolest Song In The World in Little Steven’s Underground Garage in **December 2020** – is out today (available [here](#)).

A slice of Rock ‘n’ Roll with a message of recovery, ***Sobering Times*** connected with listeners in unprecedented ways. With the COVID-19 lockdown proving to be an unexpected hurdle for those struggling with addiction; many fans reached out to **Byrd**, stating the album inspired them

to stay clean and sober while weathering the pandemic, through his honest reflections of the depths of addiction and triumphs of recovery.

Byrd delivers this message through straight-ahead three-chord Rock 'N' Roll. On ***Sobering Times***, he enlisted the help of several of his fellow rock brethren: **Willie Nile, Liberty DeVitto, Steve Holley, Thommy Price**, co-producer **Bob Stander, Rich Pagano, Jeff Kazee**, and **Christine Ohlman**.

“With music and lyrics we press on and pass it on....that being said, BFD are the perfect company to help spread this rock'n'roll recovery message to the masses,” says **Byrd**. “This partnership marks the next chapter of ***Sobering Times***.”

“We are thrilled to release this great new album from Ricky and the BFD team is proud to partner with him” states Founder / CEO of BFD Bob Frank.

TRACK LISTING

1. Quittin' Time (Again)
2. Together
3. Hear My Song
4. Tired
5. I Come Back Stronger
6. Starlit Night
7. Recover Me (*feat. Willie Nile*)
8. Ain't Gonna Live Like That
9. Pour Me
10. The Bottle Let Me Down (Merle Haggard)
11. Life Is Good
12. Just Like You

ABOUT RICKY BYRD:

Although best known for his time with The Blackhearts, **Ricky Byrd** has also recorded and played with Roger Daltrey, and toured with Ian Hunter and Southside Johnny and the Asbury Jukes, respectively. He is also proud to have shared stages with such music royalty as Paul McCartney, Ringo Starr, Alice Cooper, Bruce Springsteen, Steven Van Zandt, Smokey Robinson, and Mavis Staples, among others.

<https://www.rickybyrd.com/>

ABOUT BFD / THE ORCHARD:

BFD was formed in 2013 as a boutique independent distributor with a global sub-distribution arrangement with The Orchard. BFD currently represents over fifty companies and artists.

Visit www.bobfrankent.com for more information.

"Ricky is a rock 'n' roll original. The songs are all so good. Love this album. 'Together' is a great song for today!!! It goes beyond recovery, and the hook is thunderous!!! Byrd is a rock 'n' roll truth teller!"

-Dion

"Ricky Byrd is a keeper of the faith: the faith of Rock & Roll. He embraces the past, and evokes and champions the moment. This moment, right here/hear right now...Drunk On Love"

-Michael Des Barres

"While Sobering Times' song titles and lyrics brook no argument, the music is an open invitation to submit to the addictive power of rock 'n' roll as laid down by the Stones and the Faces."

-Classic Rock Magazine

"Former Joan Jett and the Blackhearts' guitarist Ricky Byrd has created a career statement with his new CD Sobering Times. The album encompasses The Faces and Rolling Stones with a dash of Otis. It rocks like a bitch."

-Goldmine