



AUSTRALIA'S FIRST MEDIA & BRAND CONSULTANCY FOR CULTURALLY DIVERSE TALENT OFFICIALLY LAUNCHES WITH DEBUT CLIENT, GUMBO MUSIC

Sydney – Tuesday, October 6, 2020 – Veteran music journalist Simone Amelia Jordan launches her seminal media relations and brand development company, Higher Ground Consulting Agency, with its debut client, Australian/American rap duo GUMBO Music.

The nation's first consulting agency focused on elevating culturally diverse talent, Higher Ground provides media relations, brand development and industry direction for new and emerging First Nations and CALD (Culturally and Linguistically Diverse) musical artists.

From her early days as editor of *Urban Hitz* -- Australia's first Hip-Hop/R&B title published by a major magazine-publishing house -- to her time in New York City as Content Director of *The Source* and host on SiriusXM Radio's Hip-Hop Nation, Simone has been a trailblazer covering "urban" music worldwide. Her memorable interviews with acts like Nicki Minaj, J. Cole, Sean "Diddy" Combs, Kendrick Lamar, Mac Miller and more have over 12 million views on YouTube.

"I'm thrilled to pivot from decades of print, radio, digital and TV reportage to working with artists directly," Simone says. "GUMBO Music as my first client is a great fit, because not only are Nate Wade and Kevin Hannibal dear friends of mine, their personal and professional journeys in Australia and the U.S. reflect my own. We represent a new chapter in Hip-Hop's globalisation."

Like their namesake dish, GUMBO Music's flavour has its origins in many cultures. Kev Hannibal and Nate Wade are two exquisite MCs who hail from New York and North Carolina respectively, now based in Sydney, Australia. Hip-Hop is thriving Down Under in 2020, and the rappers have teamed up for an exciting project showcasing their lyrical prowess and individual flair. Their buzz track "This Is GUMBO" drops Friday, October 16, with their EP release set for late November.

"I'm excited to work with Simone because of her professionalism and experience," Kev says. "Higher Ground will get the job done."

"We're going to touch all corners of the globe, bless people with dope ass music, and create lifelong memories with GUMBO Music as the soundtrack," Nate says. "Working with Simone there's no limit to our windows of opportunities and what we can achieve. We're here to win."

Over the past 12 months, more than 50 Australian albums have cracked the Top 10 on the ARIA chart, and 10 homemade LPs have gone to number one. With these numbers in mind, Higher Ground and GUMBO Music are ready to celebrate their own local and international success.

TESTIMONIALS

"Back when hip-hop music was still a dirty word in mainstream Australian media, Simone Amelia Jordan brought to life Urban Hitz Magazine, one of the country's first urban newsstand titles and the first published by a major magazine-publishing house. After more than three years in the Editor's role at Urban Hitz, Simone made the move Stateside where she held a variety of senior media roles at companies including DrJays.com, SiriusXM Radio and The Source magazine. Few Aussies can claim a career legacy with the scope of hip hop industry experience that Simone can. A true pioneer" ~ Andrew Montell, Founder: Archetype Media & Acclaim Magazine

"Simone is an icon to me for representing Hip-Hop from Down Under on the international stage, from *Urban Hitz* Magazine to the suites of New York City as Editor of *The Source*. She's all passion and can certainly spot talent, but the secret is her ability to develop, cultivate and launch that talent with credibility. A true pioneer!" ~ Andy Murnane, CEO Dawn Raid Entertainment / 1979 MGMT Ltd (Savage, David Dallas, P-Money, Home Brew, Aaradhna)

ENDS

PHOTO CREDIT: Kai Godeck

Photo L to R: Nate Wade, Simone Amelia Jordan, Kev Hannibal

PRESS CONTACT: Simone Amelia Jordan 0411 167 477 simone@simoneameliajordan.com

About Higher Ground Consulting Agency

Founded in July 2020, [Higher Ground Consulting Agency](#) is Australia's first media and branding consultancy for culturally diverse music talent. Director Simone Amelia Jordan is a veteran entertainment journalist who's worked nationally and in the U.S. over the past two decades. In addition to providing bespoke media relations, brand development and social media packages for new and emerging artists and entrepreneurs, Higher Ground offers free industry advice via its popular #GetInTheGame training course.

About GUMBO Music

Australian audiences are currently being provided a satisfying diet of homegrown drill and trap sounds, allowing [GUMBO Music](#)'s classic bars, witty punchlines, global outlook and skillful exchanges over expansive production to stand out amid a growing local scene. Set for a November 20 release, their debut EP features six tracks that reflect Nate Wade and Kev Hannibal's effortless rhyme style and musical chemistry. Buzz single "This Is GUMBO" is an ode to the fellas' camaraderie, introducing them as Australia's premier rap tag-team. Its follow-up, the darker "Past Life", depicts the duality of our most profound choices. The pair switch things up once more on "All Night Long", their third single and bonafide summer anthem.