

**ALEXA FERR TEAMS UP WITH ERIC BELLINGER'S TEAM,
THE PENHOUSE, FOR SINGLE "HIT THE SWITCH"**



LOS ANGELES, CA
R&B/Pop singer, Alexa Ferr (alexafermusic.com) has released a new single, **Hit The Switch**! The single marks the young artists first release in two years and the emergence of a new sound. "Hit The Switch" has already received positive reviews, with over 20, 000 streams on SoundCloud to date.

Of the single, Alexa says: "*Hit The Switch*" is about meeting someone who changed your view on being single vs. being in a relationship. The song is personal for me (Alexa), as after a bad break up I swore of relationships and wanted to be single

forever. I thought nothing or one could change that until I met someone who "hit the switch" on me and made me want to be with them, want to be in a relationship.

Hit The Switch was co-written by Alexa Ferr and Travis Bruce, and produced by Los Angeles-based production team, The Penhouse (Eric Bellinger, Rayven Justice).

Listen to **Hit The Switch** on [SOUNDCLOUD](https://soundcloud.com/alexa-ferr) and purchase the track on [iTunes](https://itunes.apple.com/album/hit-the-switch/id115696969)!

Get "Hit The Switch":

iTunes: <https://itun.es/i6Y69Fp>

Google Play: <https://goo.gl/9nZ6GS>

Spotify: <http://spoti.fi/1Q6y0of>

Alexa Ferr Biography:

Toronto, ON/Los Angeles, CA

R&B/Pop artist Alexa Ferr was born in 1995 and raised in Toronto, Canada. At just the age of 21, she has already made a name for herself, with media outlets globally coining her as the "Rugged Popstar!"

With over 8 years experience in jazz, tap, ballet, hip-hop and contemporary dance, Alexa is also a triple threat. In 2009, Alexa flew to LA for a talent convention and was scouted by many producers, which lead her to fly back and forth to LA often to record her demo album. She then proceeded to record her first single, FELL, which she released under Universal Music Group/Dauman Music. The single featured Disney star Matthew "Mdot" Finley, who was also featured in Camp Rock 2.

After success with her first single, in 2013, Alexa began working closely with

production duo known as The Invaders and later released an EP entitled, LIPSTICK ON THE GLASS in September of that year, which caught the attention of renown celebrity photographer and director Walid Azami, who created Alexa's video for the title EP track. Since then, Alexa has also performed in various famous venues in LA such as The Viper Room and The Whisky A Go Go in West Hollywood, the Tiki Bar in New Port Beach, CA, and the famed House of Blues in Hollywood.

Now 21-years-old and living in Los Angeles, CA, Alexa has been attending many red carpet events, and networking with some of industries biggest acts. Alexa recently released her single, HIT THE SWITCH, alongside production duo, The Penhouse. She is currently working with a variety of producers, including production/writing team The Penhouse with plans to release new music this year, in addition to writing songs for other artists.

Connect with Alexa Ferr:

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