



HARPISTKT ROCK ECHOES



Rock Echoes presents a collection of rock songs, completely reimagining the classical harp. Kristan Toczko, a virtuoso Canadian harpist and one of the most followed harpists globally, has captivated audiences worldwide since joining TikTok in 2020, amassing hundreds of millions of viewers. From the classic riffs of Guns N' Roses to the intricate rhythms of Tool, each track showcases Kristan's brilliant solo transcriptions of classical and rock fusion. Highly anticipated by fans, this album is expected to reach a massive audience.

@HarpistKT subscribers:

TikTok: 2.5 million | **YouTube:** 344K

Instagram: 340K | **Facebook:** 281K

Album release date: February 16, 2023

Leaf Music Catalogue: LM283

Genre: Classical Crossover

Marketing

- DSP playlist pitches
- Radio Promotion & advertisement targeting CBC, local radio stations (St. John's, NL), and hometown radio stations (Moncton, NB)
- Print advertising targeting local and hometown newspapers, and online magazines and blogs
- Social Media advertising (TikTok, YouTube, Facebook, Instagram)
- E-blast sent to Leaf Music general and media lists
- Linkfire smartlink and media page optimized for growth
- Promotional Album deliveries

