

People From 43 Countries Worldwide Unite In Uplifting Music Video, *This Town*.



Featuring a 97-year-old COVID survivor and people of many nations joining together with a message of hope, X: THC's music video inspires, uplifts and raises funds to help fight the pandemic.

New York, NY, (Oct. 29, 2020) - Now on [YOUTUBE](#), the uplifting music video, *This Town*, by X: THC connects people of varying ethnicities from 43 nations, uniting to share personal messages about social change, global warming, overcoming the pandemic and creating a better world.

As the worldwide pandemic rages on, people of all ages - from a 97-year old COVID survivor to children as young as 5 years old - share messages of hope designed to unite, inspire and uplift everyone, regardless of their nationality, race, or political affiliation.

More than just a music group, the creators of the music video, Michael Nova and Chris "Ninjaboy" Liang of the electronic pop duo, X: THC have been uplifting people globally with their own unique worldwide community website, [RiseUpEight.org](#). The website features stories of people overcoming adversity, including celebrities and people from all walks of life, sharing words of wisdom to inspire others to never give up.

X: THC not only delivers uplifting content, and emotionally inspiring music, but also raises funds to fight the pandemic. A portion of the album sales proceeds will be donated to [the United Way's COVID-19 Worldwide Community Response and Relief Fund](#). The balance of proceeds will be used to continue RiseUpEight.org's mission of inspiring people to overcome challenges in life.

On how the video came together, Nova states, "We wanted to create a music video that reflected our website's focus on inspiring people to overcome adversity. When COVID hit, we began reaching out to friends and friends of friends throughout the world to become part of this project. This message of hope grew until we had amassed people from 43 countries volunteering to unite in this project. Despite all the divisiveness and negativity in the world, we came together for each other. So if we could do it, why can't we all?"

The new music video is the first release from X: THC's new album, *Fall Down Seven Times, Rise Up Eight*, named to promote the Rise Up Eight website and further the group's mission. But X: THC's journey over the past decade was not as easy. And for Electronic Pop/Post-Punk fans of the group who have waited a decade for new music, the wait is finally over.

Nova explains, "During post-production of our debut album release, *X: The Human Condition*, in 2010, I found myself coming back from the brink of blindness, near bankruptcy and a host of other challenges all at once. It taught me that the 'impossible' is achievable. I came to the realization that we shouldn't look at adversity as the enemy but instead, look at it as our ally, because it strengthens us to become who we are meant to be. My unlikely recovery is what inspired me to share my story, and to create the community of Rise Up Eight, to inspire anyone who feels alone in their fight against challenges in life."

The music video for *This Town* is the first track from X: THC's new album, *Fall Down Seven Times, Rise Up Eight*, coming in early 2021. Several tracks from the album are immediately downloadable for free at X-THC.com/free-music

X: THC's music focuses on exploring the human condition, reflecting the world around us; social change, economic inequality, global warming, mental health, and putting an end to bullying. But the overall theme is one of overcoming adversity, as an extension of RiseUpEight.org.

About X: THC and RiseUpEight.org

X: THC (aka **X: The Human Condition**) is Michael Nova and Chris "Ninjaboy" Liang. It is music with a unifying message. The duo's music and worldwide community website, RiseUpEight.org both explore the human condition, inspiring people to overcome challenges in life....

Dubbed "The little indie project that could", X: THC's music has been heard on radio, major airlines, retail shops and restaurants nationwide and was selected as the theme song for the TV series, *Las Trampas Del Deseo*. *X: The Human Condition*, the 2010 multimedia musical film has been featured on Amazon prime video.

The website, www.RiseUpEight.org features inspiring stories of overcoming adversity from music artists Gary Numan, Karsh Kale, Natalia Clavier, Jordan Rudess from Dream Theater, Rikki Rockett of Poison, Platinum Record Music Producer Rob Fusari, Radio Talk Show host, Dave Rothenberg, Paralympic Silver Medalist and Professional Cyclist, Ryan Boyle, Music Journalist and Author, Neil McCormick, and many others.

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