



# EXPRESS YOURSELF

by: **CHARLES WRIGHT**

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# EPK



Charles Wright, an influential figure in the landscape of American music, is renowned for his blend of funk, soul, and R&B, and his steadfast advocacy for authenticity and self-expression through music.

Born on September 6, 1940, in Clarksdale, Mississippi Wright's musical journey began in the rich, blues- infused soil of the Deep South. His move to Los Angeles during his formative years provided the urban pulse that would later define his sound with the Watts 103rd Street Rhythm Band, a group that became synonymous with the 1960s and 70s funk movements. Wright's musical career is most famously marked by the hit "Express Yourself," a song that not only reached impressive chart positions but also became an anthem of personal freedom and has been widely covered and sampled by numerous artists. This song encapsulates Wright's philosophy that music is a vehicle for truth and individuality, a theme recurrent in his extensive body of work.

Aside from his success as a musician, Wright has shown a remarkable versatility and commitment to influence. In the mid-1980s, he adapted "Express Yourself" into "Protect Yourself" to promote AIDS awareness, demonstrating his responsiveness to social issues through his art. His role as a producer of a video interview series further showcases his multifaceted talents and his dedication to exploring and sharing the depth of musical artistry. Charles Wright's impact extends beyond music into the realms of literature and film. His songs have graced soundtracks of major motion pictures and have been featured in campaigns by global brands, reflecting the universal appeal and enduring relevance of his work. As an author, Wright continues to pen his experiences and insights, contributing to the cultural dialogue around music and its role in societal reflection and change. In recognition of his lifelong contributions to music and his influence on several generations, Wright remains a revered figure in the narrative of American music, continually celebrated for his innovative approach and his unwavering integrity in the artistic expression. As he moves forward with new projects, including his upcoming book, Charles Wright solidifies his legacy as a true pioneer of not just music, but also of the power of expressing one's true self.

# EPK **BIO**





## "Doing It OnThe Flo"

*Music Video*



## Super Bowl Half Time Ad

*Christopher Walken & Usher*



## UP From Where We've Come

*1st Book*



## "Express Yourself Show"

*Guest: Little Richard*



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# EPK Content



Charles Wright



Synopsis

EPK

New Book



*Bet You Never Read a Book Like THIS*

*"Express Yourself"*

By

Charles Wright –:

*CHARLES WRIGHT and his family arrive from Mississippi to California in the early `50s with great expectations of a better life from the arduous share cropping they left behind. While in school, young Charles falls under the spell of magical Doo Wop vocal harmony groups and instantly realizes that it is within the wide world of music that he rightfully belongs. Getting started, he studies under the great JESSE BELVIN, finds himself the leader of a group dubbed THE SHIELDS, and travels across the country to feel the hard knocks of show business. He learns to be a responsible leader in spite of his group mates who rarely were professional and dependable. Sticking closer to home, Charles teaches himself to read music and becomes an in demand session guitarist. He also begins to experience love, sex and relationships with a variety of colorful women. All the while, developing a vision of a full-fledged show band that would give everyone on the scene Pure-D-HELL. With a lil' help from BILL COSBY following a dazzling Sunset Blvd. debut, his group is signed to Warner Bros. Their name: The Watts 103rd Street Rhythm Band.*

*As the band struggles at first under an unfit 'producer,' Charles endures a series of exploits – sometimes serious, often-times comical - with the police, ladies of the night, family members, band members, movie stars, music legends, lovers, haters shady record executives and more. Perhaps most painfully, he learns the bitter lesson that his very own people – who – often let him down as much as the White people in power during the tumultuous civil rights era.*

*Traversing the ups and downs of life, Mr. Wright manages to score several key hit recordings, including "Loveland," "Do Your Thing," "Your Love Means Everything to Me" and – most significantly – the infectiously funky ode of sheer joy "Express Yourself." Across the decades, this single song would become Wright's primary source of income as it became used in movies, TV commercials and heavily sampled by Hip Hop artists.*

*( 2024) Synopsis by A. Scott Galloway*

EPK

Book Synopsys



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