

# MUSIC NEWS RELEASE

**For Immediate Release**  
**June 14, 2025**

**THIS IS THE DAY: Lively Birthday Anthem Ready For Sync Licensing Opportunities**

**Indie Country Track Blends Joy and Charm for Film, TV, and Commercials**

**MADISON, AL - June 14, 2025** – Indie lyricist Steve Celuch announces the availability of "THIS IS THE DAY" for sync licensing and artist collaboration. This lively, feel-good anthem, a new addition to the \*SouthernSound\* album, is now ready to bring its joyful and upbeat vibe to film, TV, and commercials, with demos and one-sheets available at <https://southernsound.us/sync-licensing>.

"THIS IS THE DAY" celebrates life's special moments with a blend of raw, twangy guitars, drums, and mandolin, paired with a modern, upbeat tempo and a catchy chorus. Its relatable charm makes it an ideal choice for birthday-themed TV scenes, heartwarming commercials, or as a vibrant addition to a country stars setlist. Whether its a family celebration on screen, an ad with a festive twist, or a live performance uplifting fans, "THIS IS THE DAY" delivers a fresh indie country sound.

Steve, a former NASA support contractor and GWU Strategic PR Master's grad, crafts songs that celebrate life's joyful moments with a country twist. "THIS IS THE DAY" joins other \*SouthernSound\* tracks like the cheeky "Smart Ass" and the high energy "Let's Kick It Up," showcasing versatility for sync placements across genres. "I wrote 'THIS IS THE DAY' to bring smiles and toe-tapping joy," says Steve. "Its a heartfelt birthday tribute, perfect for the screen or stage."

Stay updated on news and releases at <https://southernsound.us/news>, and follow Steve on X (@SouthSound25) for the latest.

## About Steve

An indie songwriter, former NASA support contractor, and GWU Strategic PR alum, Steve fuses classic country storytelling with tomorrow's tech. Visit <https://southernsound.us> for lyrics, music, one-sheets, sync licensing, news, and more.

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For More Information, Contact:  
Steve Celuch, (256) 384-5560  
[steve@southernsound.us](mailto:steve@southernsound.us)