



Single Release News ([click for private EPK](#))

# THE MARSH FAMILY

## 'IN THE BLEAK'



RELEASED 9<sup>th</sup> DECEMBER: A MIDWINTER FAVOURITE GIVEN AN UPLIFTING TWIST IN TIMES OF TROUBLE

Following their release of viral musical videos that garnered millions of views, including in late 2022 the 'Braverman Shanty' (about UK politics), 'Zan, Zendegi, Asadi' (about Iranian protests) and 'All of the Prices Have Gone Up' (about inflation), *The Marsh Family* now bring their distinctive mix of rich family harmonies and sharp commentary to the subject of Christmas 2022, supporting **Save the Children**.

'In the Bleak' is a folk-rock adaptation of the classic Christmas carol, that rails at the onslaught of recent hardships around the world, but that insists on the need to 'take heart' and share in hope and resilience. The voices of each family member shine through in turn, in a soundscape carrying the festive spirit of Dickens and driving towards an uplifting coda that ends with a heartbeat. The song offers a full-frontal musical confrontation of the cost-of-living crisis, recognising that this season will jar with typical yuletide tropes of escapism and indulgence. By using familiar reference points from the original carol and an immersive blend of cascading harmonies and instruments (such as cornets and bells), it carries a strident message about facing up to tough times and supporting one another – a message that will resonate with *The Marsh Family's* global audience. On the heels of their successful debut single in Christmas 2021 and their funk track about the menopause in summer 2022, 'In the Bleak' promises once again to lift spirits, break new ground, and showcase a new sonic warmth and depth.

*The Marsh Family* shot to worldwide fame after uploading pandemic parody songs in 2020 with their unique mix of humour, heart, and hope. The relatable family of six, from Kent in the UK, are versatile, earthy, and independent – putting their own twist on genres from musicals and folk to Motown and funk. Dubbed the "Von Trapped" family by the [New York Times](#), they raised millions of spirits and smiles during lockdown, appearing on *Jimmy Kimmel Live* (2020), the [BBC's Comic Relief show](#) (2021), and spearheading a Christmas campaign for [Prostate Cancer UK](#) in December 2021. They have appeared on UK programmes *This Morning*, *BBC Breakfast*, *GMB*, *BBC Morning Live*, and featured in [OK! Magazine](#) and international broadcasts including *Democracy Now* and *The Project*.

Talented vocalists and multi-instrumentalists, the family consists of parents Ben (46) and Danielle Marsh (45) and their children Alfie (16), Thomas (14), Ella (13) and Tess (10). They play all the instruments on the track. Having sung together since the kids were born in Scotland, they have grown as fast in fanbase as they have in size, reaching 130k subscribers and 20 million views on YouTube in just 24 months, 183k followers on Facebook, and thousands more on Twitter, TikTok, and Insta. Any profits from this song in Christmas 2022 are going to **Save the Children**, who described it as "super emotive, current... wonderful adaptation of a classic track." The charity exists to help every child get the chance of a future they deserve, and make sure children's voices are heard: [www.savethechildren.org.uk](http://www.savethechildren.org.uk).

As Dad (Ben) said of 'In the Bleak': "The kids know that this Christmas needs to be different. We all do. They know that the bar needs to be set a bit lower, and that we should all try to play a part. But we still all want to jump something, and sing something, and see something positive on the horizon – even if it's not all tinsel and glitter at the moment. So that's the vibe we tried to hang to the classic carol."

**'IN THE BLEAK' FULL EPK:** <https://www.marshfamilysongs.com/inthebleak/> (audio & video embedded)

**CONTACT:** [email@marshfamilysongs.com](mailto:email@marshfamilysongs.com) **YOUTUBE:** <https://www.youtube.com/c/MarshFamilySongs/>