|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | |  | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | |  |                                   FOR IMMEDIATE RELEASE | | |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  | | --- | |  | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | |  | | | |  |  |  | | --- | --- | | |  | | --- | | ***PEOPLE.COM PREMIERES MUSIC VIDEO FOR COLTON DIXON'S FAST RISING, HIT TRACK, "BUILD A BOAT"***  ***Video launches Dixon's new partnership with Mercy Ships, shares compelling story of twins' life-changing surgery*** | |  |  |  | | --- | --- | | |  | | --- | | Nashville, TN.... August 31, 2022 - [PEOPLE.com has exclusively premiered](https://t.e2ma.net/click/0dxtwg/ge8a7b/8zz8dsb) the music video for American Idol finalist and fan favorite **Colton Dixon's** latest hit single **"Build A Boat."** The compelling music video also launches Dixon's new partnership with **Mercy Ships**, the *Build A Boat campaign*, in an effort to raise awareness, support and inspire fans to volunteer abroad with Mercy Ships.  Fans can go to [www.coltondixon.com/buildaboat](https://t.e2ma.net/click/0dxtwg/ge8a7b/os08dsb) to watch the story and learn more about how they can “go, send, or share” to make a difference.  The music video tells the dramatic story of twins, Ousseynou and Assane, and their life-changing surgery from doctors aboard the *Africa Mercy®*.  At a very young age, the twins' legs began to bow outward. The surgery they needed was out of reach and their condition worsened as they grew. The boys’ mother felt hopeless, until one day a local nurse learned that Mercy Ships was coming to the coast of Senegal. She drove the family over 200 miles to the hospital ship, the *Africa Mercy*, for life changing surgery.  *“Writing this song, 'Build A Boat,' obviously there was that immediate connection with Mercy Ships given they build hospital ships, but more than that, I love the mission of what they do,"* Dixon says. *"Being a parent now with twins of my own, including our own Ava Dior who was born without a pulse and needed immediate medical attention, it really hits close to home knowing we can help people, especially young kids get the healthcare and surgeries that they might not otherwise have access to. We watched and prayed as the doctors and nurses resuscitated our daughter back to life - this song is all about having faith, and it means a lot that we can bring that hope to other people around the world.”*  Mercy Ships is an international faith-based organization that operates hospital ships to deliver free, world-class healthcare services, medical capacity building, and health system strengthening to those with little access to safe surgical care. Since 1978, Mercy Ships has worked in more than 55 countries, with the last three decades focused on the sustainable development of local medical care throughout West and Central Africa.  "Build A Boat," is becoming one of the fastest rising and biggest hit songs of Dixon's career so far, currently #3 on *Billboard*AC Indicator, #10 *Billboard* AC Monitored and #14 on the *Billboard* National Christian Audience chart.  "Nearly every Christian radio station in the country has already climbed aboard to support ‘Build A Boat,’ remarks Kai Elmer, Fair Trade Services Senior Director of National Promotions.  "National testing is strong. Streams are increasing each week.  Listener stories are flooding in.  There isn’t just a breeze in the sails here… hurricane force winds are blowing!"  Echoing that sentiment is Jeremy Louis from JOY FM in St. Louis: *“*Early numbers for ‘Build A Boat’ are so good here in St. Louis! It’s currently sitting as the number one best testing song in our latest survey.*”*  **ABOUT COLTON DIXON:**  Colton Dixon quickly became a household name in 2012 when he was voted a fan favorite and made it to the top seven on Season 11 of Fox's hit show AMERICAN IDOL. His career has been on the fast track ever since, now boasting over 100 million streams across all platforms. Dixon's 2013 debut, *A Messenger*, set the record for biggest first-week sales by a new solo Christian act, becoming the No. 1 selling album by a new Christian artist. Dixon is also a Steinway & Sons artist, following in the footsteps of legendary artists such as Harry Connick, Jr. and Billy Joel.  Dixon's sophomore effort *Anchor* included the most played Hot AC single of 2014, “More Of You," which spent three weeks at No. 1, as well as "Through All of It," his fourth consecutive No. 1 at Hot AC Radio. In 2013, Dixon won a Dove Award for Best Rock/Contemporary Album Of The Year, along with two additional nominations. In 2015, *Anchor* was honored with the Dove Award for Rock/Contemporary Album of the Year. Dixon received back-to-back K-LOVE Fan Award nominations for Male Artist of the Year in 2014 and 2015, followed by the release of his third studio album *Identity,* which included the top 5 single “All That Matters,” whose video was premiered by PEOPLE magazine. His critically-acclaimed, self-titled EP, which boasts the hit tracks "Miracles," "Devil Is A Liar," and “Made to Fly" is available now, along with his latest single, "Build a Boat."  **Get Connected with Colton Dixon:** Twitter: [https://twitter.com/coltondixon](https://t.e2ma.net/click/0dxtwg/ge8a7b/4k18dsb)  Facebook: [https://www.facebook.com/coltondixonmusic](https://t.e2ma.net/click/0dxtwg/ge8a7b/kd28dsb) YouTube: [https://www.youtube.com/user/ColtonDixonMusicVEVO](https://t.e2ma.net/click/0dxtwg/ge8a7b/0528dsb) Instagram: [https://instagram.com/coltondixonmusic/](https://t.e2ma.net/click/0dxtwg/ge8a7b/gy38dsb)  **ABOUT MERCY SHIPS:**  Global health for the last two decades has focused on individual diseases, while surgical care in low-resource countries has not received the attention it needs. Lack of surgical care resulted in almost 17 million deaths annually. Mercy Ships is an international faith-based organization that operates hospital ships to deliver free, world-class healthcare services, medical capacity building, and health system strengthening to those with little access to safe surgical care. Since 1978, Mercy Ships has worked in more than 55 countries, with the last three decades focused entirely on partnering with African nations.    Each year, volunteer professionals from over 60 countries serve on board the world’s two largest non-governmental hospital ships, the *Africa Mercy®* and the *Global Mercy®.* Professionals such as surgeons, dentists, nurses, health trainers, cooks, and engineers dedicate their time and skills to the cause. Mercy Ships has offices in 16 countries and an Africa Bureau. For more information, visit mercyships.org and follow us @MercyShips on social media.  **Get Connected with Mercy Ships:**  Twitter: [https://twitter.com/MercyShips](https://t.e2ma.net/click/0dxtwg/ge8a7b/wq48dsb)  Facebook: [https://www.facebook.com/MercyShips](https://t.e2ma.net/click/0dxtwg/ge8a7b/cj58dsb)  YouTube: [https://www.youtube.com/channel/UCeyq3MDtsasdCX4MYrnNzfA](https://t.e2ma.net/click/0dxtwg/ge8a7b/sb68dsb)  Instagram: [https://www.instagram.com/mercyships/](https://t.e2ma.net/click/0dxtwg/ge8a7b/8368dsb) | |  |  |  | | --- | --- | | |  | | --- | | **Media Collective Contact:**  Velvet Kelm  the media collective velvet@themcollective.com (615) 591-7989 www.themcollective.com | | | | | |