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Cloud Microphones Partners with Renowned Vocalist Eric Hollaway

Tucson, AZ – June 27, 2024 – Cloud Microphones, acclaimed professional audio manufacturer known for the original award-winning Cloudfifter Mic Activator and high-quality ribbon microphones, is thrilled to announce a new partnership with Eric Hollaway, celebrated bass vocalist, voice-over (VO) artist and social media sensation known as thatbassvoice®. This collaboration marks a significant milestone for both the audio brand and the music artist, uniting them in their mission to deliver unparalleled sound quality and musical excellence.



Moving effortlessly between film, television, music, and social media, Hollaway has captivated millions with his deep, resonant voice and versatile performances for household brands like ESPN, Mercedes-Benz, General Mills, the US Army and many more. With a social media following in the millions, Eric's influence and talent make him an ideal partner for Cloud Microphones, a company dedicated to elevating the audio experience for artists and creators everywhere.

"Partnering with Cloud Microphones feels like a natural step forward in my musical journey," said Hollaway. "The clarity and warmth that the Cloud 44-A Ribbon mic brings to my vocals have impressed me, and the Cloudlifter has been an indispensable tool in my recording setup. I'm truly excited about what this partnership signifies for the future of my music and the quality I can bring to my fans."

Cloud Microphones is equally enthusiastic about the partnership, recognizing Hollaway's unique talent and the mutual benefits of this collaboration. "Eric is a phenomenal talent and we're honored to have him join the Cloud family," stated Rodger Cloud, CEO of Cloud Microphones. "Our mission has always been to enhance the creative process for artists, and we believe that our partnership with Eric will not only inspire his work but also encourage others to explore the potential of their own voice with the right tools."

A longtime fan of Cloud Microphones, Hollaway uses Cloud Ribbon Microphones as well as the Cloudlifter in his projects and performances. Fans of thatbassvoice and audio enthusiasts alike can look forward to a series of collaborative projects, content, and potentially exclusive behind-the-scenes insights into Hollaway's recording process and performance preparation.

For information about Cloud Microphones, visit <https://www.cloudmicrophones.com>
For information about Eric Hollaway, visit <https://www.thatbassvoice.com>

