

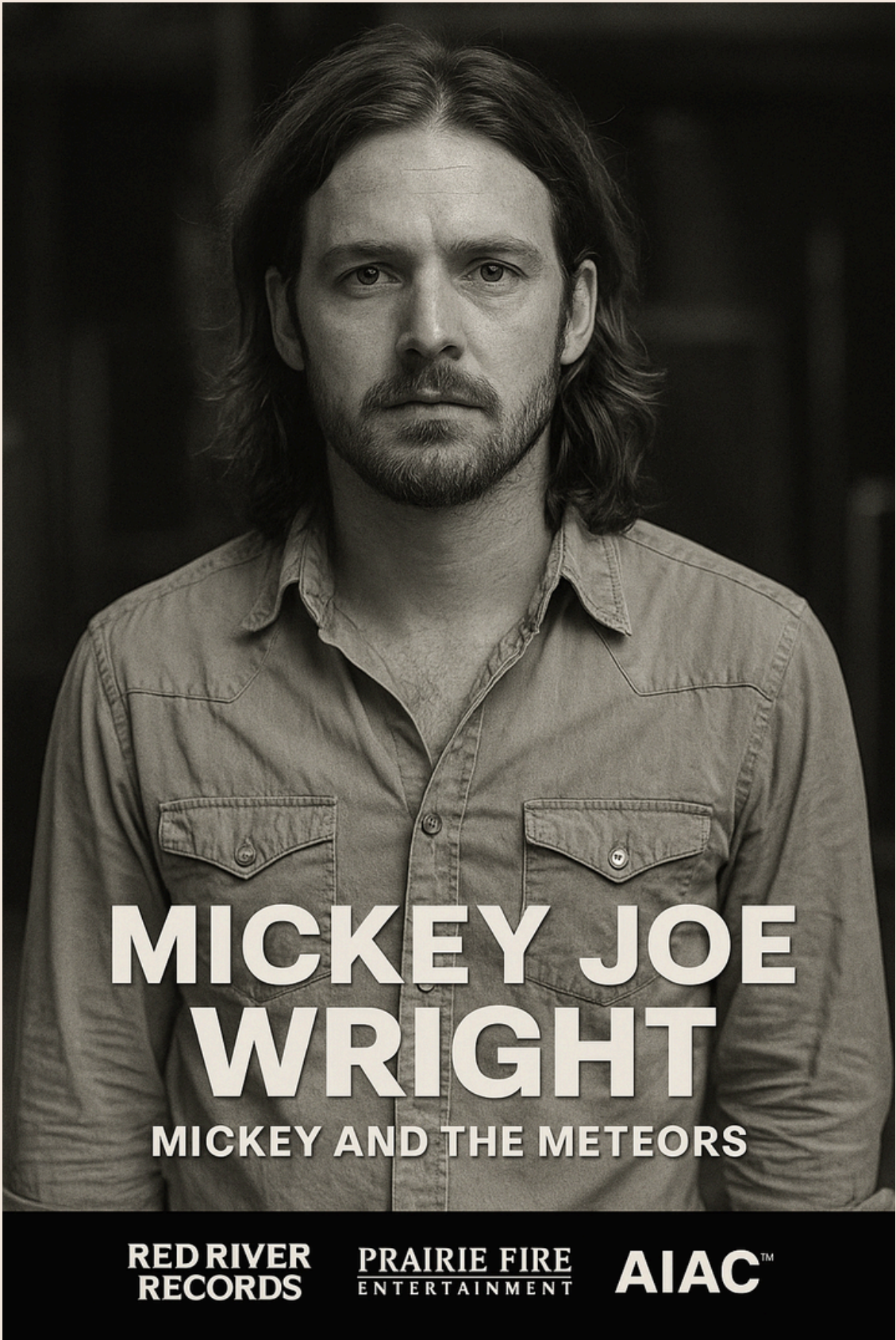
MICKEY JOE WRIGHT

Formerly of Mickey and the Meteors

"The Road from Rebellion
to Redemption"



MEDIA PRESS KIT



REDEMPTIVE ROCK

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Southern Swagger



**we're so excited you're
here & can't wait to work with you.**

In this packet, you'll find all the information you need to work with the MJW brand, the man, the music and more. We've put this together to help you feel like a part of our brand and soul. If you have any questions, please don't hesitate to get in touch with us. **We really can't wait to work with you.**

All our love,

Dennis J Dyer

dennis j dyer |
producer and owner of
MJW brand and content

www.MickeyJoeofficial.com

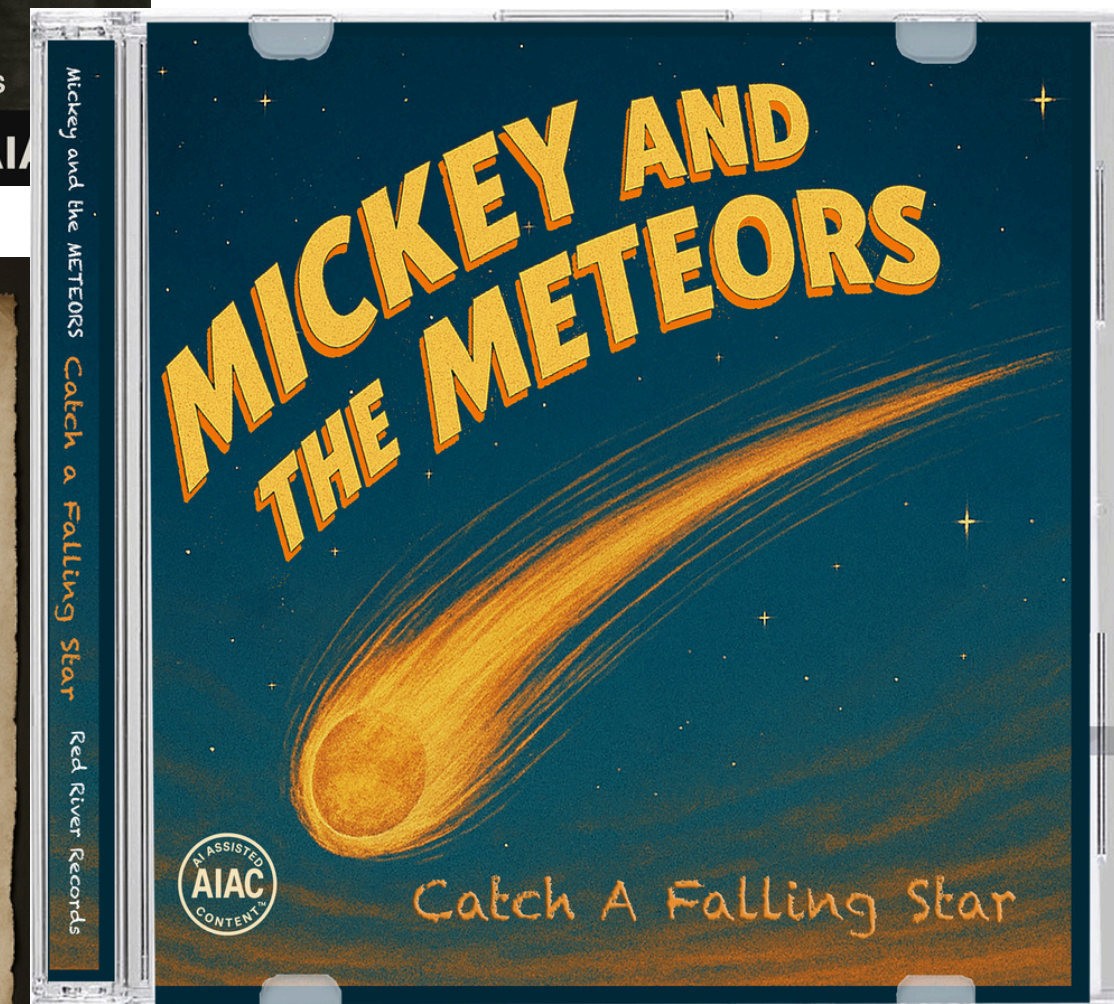
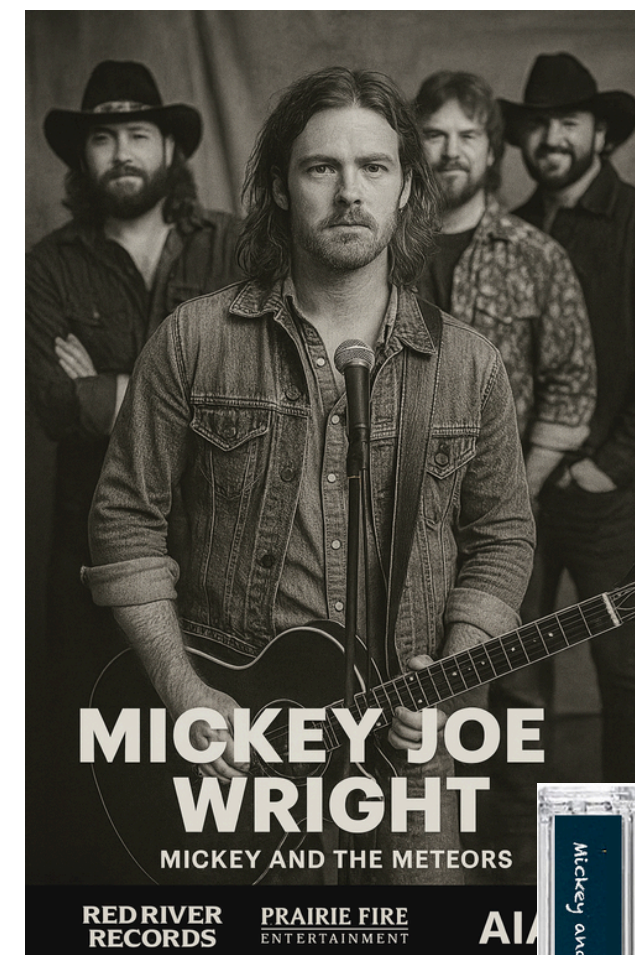
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"I walked off of the tour bus, and into Redemption !"

about your boy, Mickey Joe Wright -

🎧 Mickey Joe Wright - The Long Road Home
Mickey Joe Wright's journey from Southern rock frontman to Redemptive Rock pioneer reads like a country song soaked in truth. Raised in Tulsa, Oklahoma, Mickey grew up with a guitar in one hand and the spirit of rebellion in the other. He formed Mickey and the Meteors in high school and took the Red Dirt scene by storm while attending Oklahoma State University in Stillwater. Just as the band was gaining traction, the events of 9/11 shook the world—and Mickey's path. Fueled by patriotism and a need for purpose, he left college and music behind to enlist in the U.S. Army. During his deployment in Iraq, Mickey wrote "Tired and Weary Soldier," a raw, heartfelt anthem that would later resurface as a cornerstone of his redemption arc. After returning home to a scattered band and fading fame, Mickey reconnected with his Meteors for one final run, moving to Nashville and recording the critically acclaimed album "Catch a Falling Star". The album's closing track, "After the Fall," marked the beginning of something deeper stirring in his soul.





nashville or bust,.... -

Nashville became more than just a music town. It became a turning point. Mickey found his faith in a small church just outside the city. There, he met Emma Leah Stanfil, a gifted singer-songwriter with her own story to tell. The two married, started a family, and welcomed two children into a life rooted in grace and creativity.

Feeling a pull back to his roots, Wright melded spiritual storytelling with a country rock heartbeat. Today, Mickey Joe Wright continues to write and record under Red River Records. His solo work is a mix of gritty guitar riffs, honest lyrics, and the hope of second chances. From the backroads of Oklahoma to the spotlight of Nashville and back again, Mickey's story is a testament to grace, grit, and the long road home.

And finally, back to Oklahoma, where Mickey became active in a local church with a powerhouse worship band. It was there the genre he now calls Redemptive Rock was born—a fusion of Southern Rock, Americana, and Country. The upcoming album, "SOUL RUNNER" will showcase this new direction and new music.

branding - new direction

01. Marketing - Rebooting Mickey's Message

PA's Mickey Joe Wright transitions from the wild echoes of rock stardom to a redemptive voice of hope, the marketing strategy will center on authenticity, testimony, and transformation. The "Reboot" campaign includes targeted social media storytelling, slide deck showcases, video teasers like "I walked off the tour bus... and into redemption," and AI-generated content to bridge the gap between nostalgia and spiritual renewal. Influencer engagement with Southern rock and faith-based audiences, digital releases across Spotify, YouTube, and Facebook, and visual storytelling through Canva and short-form clips will carry Mickey's story to new listeners who've walked similar paths — and need to hear his voice now more than ever..

02. Merch - From the Road to the Redeemed

The official Mickey Joe Wright online store will offer a line of thoughtful, story-driven merchandise that reflects his redemptive journey. Items include retro band tees from the Mickey and the Meteors era, new "Soul Runner" lyric tees, "Catch a Falling Star" guitar picks and bracelets, limited-run vinyl, lyric art prints, and branded devotionals co-written with Emma Leah. A special "I Walked Into Redemption" collection will include hats, stickers, and mugs designed to spark conversations about faith and second chances — carrying Mickey's testimony into everyday life.

03. Recordings -

We will be continuing on with the Red River Records Label and Redemptive Rock projects. The Demo Lab Studio for most recordings although some singles may be recorded in Nashville, especially collaborations.

SOMETHING TO SAY - on Spotify



“Goin’ down to the river, goin down
today, Goin down to the river, Gonna
kneel and pray.
Gonna drown my sin in a watery
grave,.....to save my soul!”

©MJW and DJD 2020

statistics -

150k	followers 2025
1m	in revenue next year
5	new partnerships this year
500k	projected followers 2026



influences - road to redemption

01. southern rock roots -

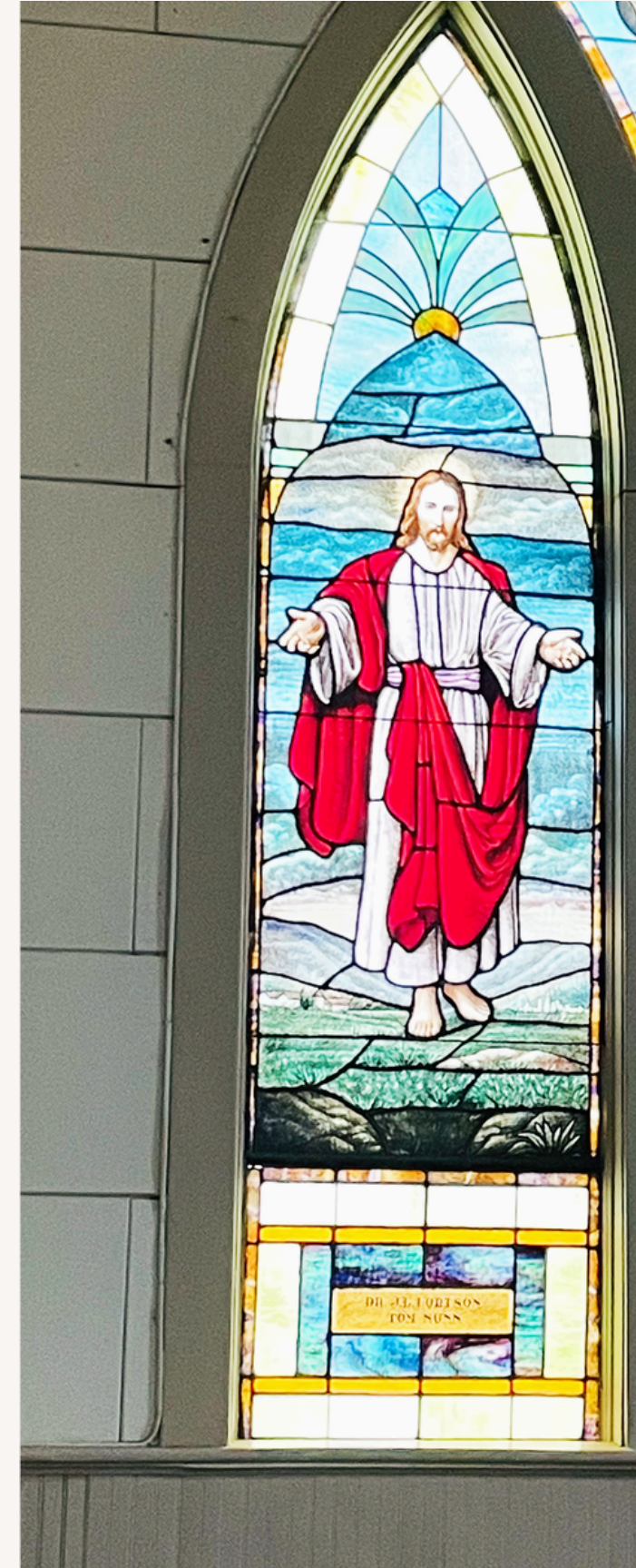
From the very first live show of Mickey and the Meteors, they held the Southern Rock torch high. In the spirit of Skynrd, Charlie Daniels, and later, BlackBerry Smoke. As they gained popularity the Meteors began to adopt a slight country swagger.

02. writers influence -

In the early days the music was very basic in lyrical content and heavy in guitar and soaring anthems. Once Wright spent some time back home in Tulsa and was introduced to JJ Cale. He became a student and follower of a more mature Rock direction. Hanging out at the Cains, he began to dig in and write songs with deeper meaning and lyrical style. After 9/11 he became very reflective in his craft.

03. spiritual redemption -

Upon returning to the states from Iraq, his thoughts and style turned to more introspective and spiritual in nature. Meeting up with a beautiful, spirit filled young lady with the voice of an angel, moved him even further toward the new genre, Christian music and coined the term "Redemptive Rock" !



testimonial -

"I've been writing and producing Mickey Joe for years now. We both have similar stories. I have seen him on top,...and on bottom. Still yet, through the fog of sin and dispair the light began to shine through. Redemption opened up a new lane. Praise and Worship became the new drug. Creating music to help harvest souls for Jesus,.....Wrights new mission in life. He is a "Soul Runner" !!! - Dennis Dyer - Songwriter/Producer



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*thank you so much.
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God bless you !!!*

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