

Fuzz Collective Releases “Alive” – A Soulful Tribute to Resilience, Family, and Forgotten History

SAN FRANCISCO, CA — Fuzz Collective, the Bay Area’s rising modern soul outfit, announces the release of “Alive,” a powerful new single from their debut album *One*, released by the acclaimed label **Color Red**. Produced by **Eddie Roberts** of **The New Mastersounds**, “Alive” is both deeply personal and historically resonant, channeling frontman **Jeff Yasuda’s** family legacy and a painful but important chapter of American history.



Written in honor of Yasuda’s father and the broader Japanese American experience during World War II, “Alive” tells the story of survival in the face of injustice. As a child, Yasuda’s father was forcibly relocated to the Santa Anita racetrack, where he lived behind barbed wire in repurposed horse stables before being transferred to an internment camp. Stripped of their home and rights, his family endured — but they never lost hope. That perseverance is the heart of the song.

The track also pays homage to the legendary **442nd Infantry Regiment**, an all-Japanese American unit and the most decorated infantry regiment in U.S. history. Despite being denied full

citizenship and imprisoned by their own country, these soldiers fought bravely on the European front — a reminder of what patriotism can look like in its most selfless form.

“Alive” was recorded live to quarter-inch analog tape in a single take at **Color Red Studios** in Denver, Colorado in November 2023. The band captured the energy and raw emotion of the song with no overdubs, in a session engineered by **Dylan Brown** and mastered by **Doug Krebs**. The single is now available on all streaming platforms, released exactly one year after its recording.

With its uplifting groove and poignant lyrics, “Alive” urges listeners to reflect on the past while moving forward with dignity and purpose. It’s a tribute to the strength of the human spirit — and a reminder that history should never be allowed to repeat itself.

 **Listen to “Alive” now on all streaming platforms.**

Playlist curators and press are invited to feature this heartfelt, historically rooted track.

For interviews, media assets, or promotional requests, please contact:

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About Fuzz Collective

Fuzz Collective is a modern soul band based in San Francisco, blending groove-driven arrangements with thoughtful songwriting. Their debut album *One* was released on Color Red and produced by Eddie Roberts of The New Mastersounds.



About Color Red

Founded by guitarist Eddie Roberts, Color Red is a modern soul and funk label based in Denver, CO, committed to analog recording, live performance, and the preservation of musical integrity.

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