

Mercy's Well...

For any rising, young Christian vocal group, each new recording and each church or concert appearance spawns the hope of making an indelible mark on the life of each individual who hears the music that group presents. Before the first note has been played or the first lyric has been sung, the commitment is made to strive for perfection. Nothing less can be said of talented trio, **Mercy's Well**.

Originally organized in 1998 as a duet, **Mercy's Well**, under the leadership of group founder, **Brad Strider**, soon made the natural transition to a trio. The group's first three single releases paved the way for their first Top 80 single in 2005. Throughout the past two years, the group, which is based in Greensboro, NC, has continued to produce chart topping singles and has gained national attention from fans, music critics, pastors and promoters alike.

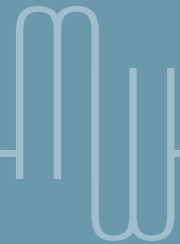
The group's most recent recording, **POWER**, promises even greater success, as it excels with creative excellence, a testament to the recording's production team and producer Donna Beauvais (Hope's Call), as well as Mercy's Well members Strider, **Greg Gainer** and **Kyle King**. **POWER** is filled with moving messages, first-class production and rich vocal harmonies. The recording, like each performance by **Mercy's Well**, is a testament to the versatility of this talented trio, as it encompasses a variety of musical genres, without compromising the Gospel message.

One special song featured on **POWER** is "**Even In The Sorrow**." Co-written by Kenna West and Lee Black, the song shows potential of becoming the **Mercy's Well** trademark, as it so eloquently conveys the mission of the group as a whole. "We minister to many people from various walks of life," Strider shares. "Churches are full of hurting people...people who are going through unimagineable hardships. If we can be an encouragement to someone who is struggling, make them laugh, make them forget their problems for a while, and most importantly point them to Christ, we have accomplished our goal. People need HOPE."

Mercy's Well is carving their own unique niche in today's Christian music scene. This exciting vocal group is comfortable performing on concert stages before thousands, as well as in a rural churches across the nation. The group's versatility makes them a favorite among young audiences and older music lovers alike. Their ability to adapt to any setting, without compromising the message they present, makes **Mercy's Well** a favorite wherever their music is shared.

Mercy's Well continues to reach new plateaus, as they consistently strive for perfection in their musical presentation of the Gospel message. "We believe we are constantly reaching new levels, lyrically, vocally and spiritually," Strider explains. "We believe that's what God expects of us, and our greatest desire is to please Him in all we do."

For more information, visit our website at mercyswell.com



Who is Mercy's Well...

BRAD STRIDER - Group founder Brad Strider has spent the past 23 years in some form of musical ministry. The Greensboro, NC, native, who serves as the group's tenor, possesses a rich vocal quality and magnetic personality that is embraced by audiences across the country. Brad's leadership and vast experience continues to enhance the musical ministry of Mercy's Well.

Full Name: Bradley Benjamin Strider

Birthday: 8/05/75

Favorite Restaurant: Green Valley Grill

Favorite Singer: David Phelps and George Younce, for different reasons

Favorite Song: No More Night and On My Cross (FFH), again for different reasons!

Favorite Scripture: Galatians 2:20

Hobbies: Workaholic! I do enjoy movies when I get a chance.

People would be surprised to know that I like to... Watch the History Channel...I love anything historical!

GREG GAINER - Multi-talented Lancaster, SC, native Greg Gainer serves as the baritone for Mercy's Well. Greg's smooth, vocal ability and gentle spirit make him a favorite with audiences wherever the group performs. His transparent personality and caring spirit have proven to be tremendous assets to Mercy's Well and a source of encouragement to everyone he meets. Greg is also an accomplished keyboardist and often accompanies Mercy's Well on stage.

Full Name: Greg Allen Gainer

Birthday: 12/03/73

Favorite Restaurant: Cheesecake Factory

Favorite Singer: Loren Harris

Favorite Song: I Rest My Case at the Cross

Favorite Scripture: Proverbs 3

Hobbies: Singing, EATING, Cooking, EBAY, Yard work, Collecting Music

People would be surprised to know that I like to... READ! love to read a good novel when time permits.

KYLE KING - The newest member of Mercy's Well, Princess Anne, MD, native Kyle King, became a member of the group in early 2010. Kyle is a recent graduate of Liberty University in Lynchburg, VA where we obtained a degree in Worship and Music Studies. Kyle's wide range and rich voice serves as the perfect foundation for the tight harmony in which Mercy's Well has become noted. This talented young man is making friends across the county with his positive, pleasing personality.

Full Name: Kyle Patrick King

Birthday: 7/04/88

Favorite Restaurant: Outback

Favorite Singer: Wes Hampton

Favorite Song: Oh What A Savior

Favorite Scripture: Philippians 2:5-11

Hobbies: Sports, Hunting, anything outdoors

People would be surprised to know that I like to... work on the farm!

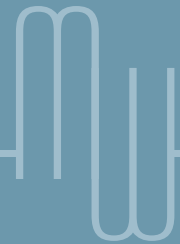
Accomplishments...

- "God Put A Rainbow In The Cloud" - #15 *Singing News Magazine Top 80 Chart, 2010*
"I'll See You Soon" - #27 *Singing News Magazine Top 80 Chart, 2009*
"The Sun Will Shine Again" - #34 *Singing News Magazine Top 80 Chart, 2009*
"Live A Lot" - #56 *Singing News Magazine Top 80 Chart, 2008*
"Nothing But The Blood (Still Saves the Lost)" - #47 *Singing News Magazine Top 80 Chart, June 2007*
"Oh The Blood Of Christ" - #58 *Singing News Magazine Top 80 Chart, September 2006*
"Old Campmeetin'" - #50 *Singing News Magazine Top 80 Chart, February 2006*
- #27 *thesouthern gospel.com Top 50 Chart, September 2005*
"Heaven It Won't Be Long" - #52 *Singing News Magazine Top 80 Chart, May 2005*

A few of the places we've ministered...

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| National Quartet Convention, <i>Louisville, KY</i> | Citadel Square Baptist Church, <i>Charleston, SC</i> |
| Ray Flynn Promotions concert events | Milford Church of God, <i>Milford, DE</i> |
| Total Christian Television, <i>Marion, IL</i> | Eastwood Baptist Church, <i>Bowling Green, KY</i> |
| Southern Gospel Music FanFair, <i>Chattanooga, TN</i> | Crosspoint Free Will Baptist Church, <i>Allen Park, MI</i> |
| Make-A-Wish Fund Drive | Ephrata Church of the Nazarene, <i>Ephrata, PA</i> |
| Carolina Conservative Baptist Pastor's Rally | Fellowship Baptist Church, <i>Vienna, WV</i> |
| Jesus Jubilee Ministries, <i>Fredericksburg, VA</i> | First Baptist Church, <i>Snyder, TX</i> |
| N.C. East District of the Wesleyan Church Annual Christmas Gathering | First Assembly of God, <i>Indiana, PA</i> |
| N.C. Gospel Music Hall of Fame Concert Series | First Baptist Church, <i>Middleburg, FL</i> |
| Southeast Old Thresher's Reunion | First Baptist Church, <i>Sumter, SC</i> |
| Anchormen Annual Homecoming, <i>Goldsboro, NC</i> | First Baptist Church, <i>Waynesville, OH</i> |
| Hoppers' Anniversary Concert, <i>Eden, NC</i> | Gray United Methodist Church, <i>Gray, TN</i> |
| Scott Concert Hall, Campbell University | Green Street Baptist Church, <i>High Point, NC</i> |
| Singing On The Mountain | Lighthouse Baptist Church, <i>Columbus, MS</i> |
| | New Hope Wesleyan Church, <i>Columbia City, IN</i> |
| | Ooltewah Baptist Church, <i>Ooltewah, TN</i> |
| | Lakewood United Methodist Church, <i>Jacksonville, FL</i> |
| | Spotsylvania Church of God, <i>Fredericksburg, VA</i> |

"St. John 4:14



What Others Are Saying About Mercy's Well...

David Bruce Murray - *www.musicscribe.com* - "The best compliment I can make about Mercy's Well is they sound great, not just on solos, but also as a blending three-voice vocal unit. Many groups can do one or the other, but struggle with both...If male trios like Greater Vision and the Booth Brothers are your cup of tea, you owe it to yourself to check out this group."

Randy Rabon - *Pastor - Durham, NC* - "Thanks again for a great evening. The folks here are still talking about it. You guys did a great job of presenting "the complete package". You combined creating a fun atmosphere with heart-felt worship. You seemed genuinely happy to be with us and were simply enjoying presenting what God had given to you."

Landon Beene - *Tribute Media Source/IMC Concerts* - "Mercy's Well is an example of what can be accomplished when goals are set high and compromise not an option. God certainly has His hand on this talented group."

Dr J Michael Smith - *Pastor - Orangeburg, SC* - "The first time Mercy's Well performed at my church, I didn't know what to expect from a group who had only been singing together less than a year. When they finished their performance, the answer came by way of the heartfelt display of applause and tears from this usually reserved United Methodist congregation. The next time Mercy's Well performed at St. Luke, however, I was even more amazed-not only by their new-found confidence that comes from singing together over time-but moreso by the fact that they had developed a presence onstage that was truly electrifying. This time, in fact, the congregation didn't wait until the concert ended to express their feelings about the music. Instead, they clapped, cried, laughed and sang along from the start of the concert until the end. Mercy's Well is a truly talented and inspiring group in the best of the Southern Gospel tradition. Their voices blend and compliment each other in ways some of us only dream of. Mercy's Well has been a blessing to St. Luke United Methodist Church. Because of this, I am confident they will be a blessing to any church (or any other setting) in which they are invited to sing."

Jeff Beckett - *Pastor - Princeton, WV* - "You guys were great for our entire congregation including our youth because we use a blended worship with a few hymns and mainly praise and worship. Your style crossed over into both of those groups. Our hearts were encouraged."

Pastor Dave Metz - *Edge Student Ministry - Spotsylvania Church of God - Fredericksburg, VA* - "If you're looking for a singing group that will minister to all age groups and will sing with true anointing from God, then look no further. Mercy's Well is truly that ministry! God has gifted these men in singing the Gospel of Christ. If you want just another group there are many out there, but if you want one that will sing with His power, then call on Mercy's Well!"

Rev Leon Thompson - *Retired District Superintendent - North Carolina East District of the Wesleyan Church* - "We (at the Wesleyan Men's Convention) certainly enjoyed Mercy's Well leading us in worship. The music was warm, dynamic, spiritual, practical and exceptionally well done! I trust the Lord will give His continued leadership as they follow Him!"

Gerald Wolfe - *Greater Vision* - "Thank you, Mercy's Well, for showing such class in the way you present yourselves and Gospel Music."

Rick Webb - *Rick Webb Trio* - "Mercy's Well is a trio of men who genuinely use their musical talents as a tool to bless and encourage the hearts of believers. We have had the privilege of sharing the platform with these men. Not only is their music wonderful, their lives clearly edify Christ! I recommend them to any church or organization who enjoys great gospel music!"

Helpful Hints for a Successful Event...

Many times the way a concert is promoted can "make or break" the event. These are some helpful hints we have found to be successful in concerts we promote as well as churches or organizations that schedule us.

1) Many churches will organize a **promotional committee** to assure the maximum success of their event. The committee will be responsible for placing the announcement in local newspapers, contacting Christian radio stations in the area as well as placing the enclosed promotional flyers in convenience and grocery stores. When placing an advertisement in the local papers, a photo of the group is always helpful. Another great advertising source is your local Christian bookstore. This should be done 3-4 weeks prior to the event/service.

2) The **church marquee** is also an excellent source of advertising...and the church bulletin is an excellent way to inform everyone in the congregation of the upcoming event.

3) Many times the host church will send **letters of invitation** to sister churches in the area to join them for a special service with Mercy's Well. This demonstrates a spirit of unity among local churches as well as bringing the community together. If the church has a mailing list from past events, **direct mail** is also an excellent way to let people know of the upcoming concert or event.

This is not only a concert, it is more importantly an evangelistic tool to bring others to Christ. We hope and pray that hearts will be blessed, lives will be touched and souls brought into the Kingdom through this event. If we can do anything to assist you in making this event a success, please do not hesitate to let us know.

Additional promotional material can be acquired on the **MEDIA** page of our website: www.mercyswell.com

but who says of the water that I shall give him shall never thirst; but the water that I shall give him shall be in him a well springing up into everlasting life." - St. John 4:14