

Whitney Peyton starts a company, signs two major label artists, and embarks on a USA tour; all within the same month

Whitney Peyton has solidified her position as a powerhouse in the indie music scene.

PHOENIX, ARIZONA, UNITED STATES, April 12, 2024 /EINPresswire.com/ -- Possessing a firecracker stage show and unorthodox style, not generally associated with hip-hop, [Whitney Peyton](#)

“

I've always wanted to be part of a team of creatives that help each other out! Everyone on Alpha Howse brings years of acquired knowledge and skill. It just makes sense to put it all together.”

Whitney Peyton

has had an undeniable presence in the independent music scene for some time. Constantly representing for the underdogs with her 'DIY' mentality, she garnered several Billboard plaques, collaborations with some of the biggest names in hip-hop, written for a Grammy Award-winning album, and completed a number of national (and international) tours. Her accolades thus far prove that you don't need a massive budget or major machine behind you to chase your dreams.

While maintaining her own music career, Peyton has been working tirelessly behind the scenes to expand her

ventures by launching a new creative collective called '[Alpha Howse](#).' The name 'Alpha Howse' serves as a juxtaposition to her underdog moniker, aiming to showcase that one can find balance and craft their own destiny. Although today marks the hard launch of the company, Peyton initially established Alpha Howse back in 2020 as a platform for her own music when she transitioned back to being an independent artist.

The anti-label label maintained a low-key presence while experimenting with direct-to-fan release strategies on projects for notable artists such as Bag of Tricks Cat and Gina Fritz, both of which charted on Billboard. Alpha Howse has since evolved into a multifaceted company, offering project management, merchandise fulfillment, and distribution services. With confidence in its expansion, Whitney Peyton is excited to add two Major Label Juggernauts to the Alpha Howse roster. Phoenix OG Willy Northpole (of Disturbing Tha Peace / Def Jam) and Detroit native Astray (Shady Music Publishing / Universal Music Group) will each be releasing indie albums under the Alpha Howse umbrella after a long hiatus for both.

'It feels so good to be an independent artist again!' declares Astray. 'I'm not a behind-the-scenes kind of guy. I need to shine, I need to get my stuff off on stage, and I need the crowd reaction.'

Astray's new album 'Made It Out Alive' is dropping on July 19, 2024.

Willy Northpole's new album 'Broadway Theatre' is slated to release on August 16, 2024.

Both are available now for pre-order with limited edition merchandise on AlphaHowse.com

With the support of trusted collaborator/producer Bag of Tricks Cat and recent assistance from D Ellis of 'To The Top', this small team has shouldered the workload typically managed by a large staff at a major company. In addition to releasing music, Alpha Howse has embarked on several new in-house ventures, including a clothing line, an annual music festival named 'Howl-O-ween', the 'Frame of Rhyme' Podcast (hosted by KMRN), and a range of artist services such as beat sales, remote mixing, video production and editing (by D Ellis with D.Carter), and more.

As if all of that wasn't enough, this news comes directly on the heels of Whitney Peyton releasing several new singles, as well as announcing an extensive nationwide [tour](#) with popular Rock Burlesque group, Little Miss Nasty. The unlikely combination of these wild women promises an unforgettable experience blending music with interactive and unapologetic performances. The 2024 Tour entitled 'Weapon of Choice' kicks off April 23rd and makes its way around the country, so don't miss out when it hits a city near you!

Whitney Peyton and Little Miss Nasty - 2024 Tour:

*Apr 23 - Fresno, CA

*Apr 25 - Portland, OR

*Apr 26- Seattle, WA

*Apr 27 - Bellingham, WA

*Apr 28 - Post Falls, ID

The poster features a central image of Whitney Peyton on a motorcycle, wearing a black leather jacket and a white top. The background is black with a pink outline of a woman's silhouette. Text at the top reads 'WHITNEY PEYTON' in a stylized font. Below that, it says 'WITH LITTLE MISS NASTY' and 'WEAPON OF CHOICE' in large, bold letters. At the bottom, it says '2024 TOUR'. A list of tour dates and locations is provided in a grid format.

APR 23	FRESNO, CA	FULTON 55	MAY 11	ROCHESTER, NY	MONTAGE
APR 25	PORTLAND, OR	DANTES	MAY 12	LAKEWOOD, OH	FOUNDRY
APR 26	SEATTLE, WA	EL CORAZON	MAY 14	OVERLAND PARK, KS	VIVO
APR 27	BELLINGHAM, WA	WILD BUFFALO	MAY 15	TULSA, OK	THE VANGUARD
APR 28	POST FALLS, ID	CRUISERS	MAY 16	DALLAS, TX	TREES
APR 30	GRAND JUNCTION, CO	MESA THEATER	MAY 17	AUSTIN, TX	COME AND TAKE IT
MAY 2	DENVER, CO	HERMAN'S HIDEAWAY	MAY 18	HOUSTON, TX	SCOUT BAR
MAY 3	CO SPRINGS, CO	SUNSHINE STUDIOS LIVE	MAY 19	SAN ANGELO, TX	THE DEADHORSE
MAY 4	WICHITA, KS	WAVE	MAY 21	PHOENIX, AZ	REBEL LOUNGE
MAY 5	LINCOLN, NE	BOURBON THEATRE	MAY 23	SLC, UT	METRO MUSIC HALL
MAY 7	CHICAGO, IL	WC SOCIAL CLUB	MAY 25	LOS ANGELES, CA	THE BOURBON ROOM
MAY 8	DETROIT, MI	MAGIC STIK	MAY 26	SAN FRANCISCO, CA	JOLENE'S
MAY 9	PITTSBURGH, PA	CRAFTHOUSE			
MAY 10	MECHANICSBURG, PA	LOVEDRAFTS			

WHITNEYPEYTON.COM

Whitney Peyton and Little Miss Nasty Tour

*Apr 30 -Grand Junction, CO

*May 2 - Denver, CO

*May 3 - Colorado Springs, CO

*May 4 - Wichita, KS

*May 5 - Lincoln, NE

*May 7 - West Chicago, IL

*May 8 - Detroit, MI

*May 9 - Pittsburgh, PA

*May 10 - Mechanicsburg, PA

*May 11 - Rochester, NY

*May 12 - Cleveland, OH

*May 14 - Overland Park, KS

*May 15 - Tulsa, OK

*May 16 - Dallas, TX

*May 17 - Austin, TX

*May 18 - Houston, TX

*May 19 - San Angelo, TX

*May 21 - Phoenix, AZ

*May 23 - Salt Lake City, UT

*May 25 - Los Angeles, CA

*May 26 - San Francisco, CA

For all Tour dates and ticket links visit:
WhitneyPeyton.com

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