

Atypical Is Taking Over Modern Rock

FOR IMMEDIATE RELEASE

Kansas City Hard Rock Band Builds Global Momentum With Streaming Growth, Radio Airplay, and National Support Slots

KANSAS CITY, MO — Atypical is a powerhouse hard rock and alternative metal band from Kansas City, delivering soaring vocals, heavy riffs, anthemic hooks, and electrifying live performances. Since forming in 2021, the female-fronted band has built serious momentum, sharing stages with national acts including Crossfade, Red, Adelitas Way, Icon For Hire, Kingdom Collapse, Fivefold, Plush, and more while performing to packed venues across the region.

Featuring Rachel Cartwright (lead vocals), Trevor Cartwright (guitar and vocals), Trevor Chowning (lead guitar), Robbie Pointer (bass), and Drake Ogle (drums), Atypical has developed a sound that blends the intensity of alternative metal with the melody and accessibility of modern hard rock. Their music is rooted in themes of resilience, hope, authenticity, and overcoming adversity, connecting with listeners through emotional honesty and high-impact songwriting.

With more than half a million Spotify streams catalog-wide and an average of 50,000 monthly listeners, Atypical's music has reached audiences around the world. The band has earned international chart placements including #1 on the Luxembourg iTunes Metal chart, #2 in Portugal, and Top 5 positions in Spain and South Africa. Their breakout single, "Prove You Wrong," has surpassed 300,000 Spotify streams, while their latest release, "We Are The Fire," has already passed 70,000 streams.

From Local Momentum to International Reach

Atypical began in June 2021 after a casual jam session at Robbie Pointer's birthday party revealed an immediate creative chemistry. What started as a spontaneous night of music quickly developed into a shared vision for something bigger.

After initially performing both covers and original songs, the band made the pivotal decision in April 2024 to focus exclusively on original material. That shift helped define Atypical's identity and accelerated their growth, leading to larger stages, national support opportunities, and an expanding global fanbase.

Their live shows have become a cornerstone of the band's rise. Atypical has earned a reputation for commanding, high-energy performances that pair heavy instrumentation with powerful vocals and genuine audience connection. From full-capacity hometown shows to support slots with nationally recognized artists, the band continues to prove itself as a compelling force on modern rock lineups.

New Music, Music Videos, and Radio Support

Atypical's 2026 singles "Above the Hate," "Away From You," and "We Are The Fire" were co-written and produced by Jonathan Norris of Kingdom Collapse, marking a heavier and more refined era for the band.

"Above the Hate" landed editorial placements on Apple Music's **Breaking Hard Rock** and **New in Rock** playlists and received radio airplay across the United States and internationally. "Away From You," a hard-hitting track about liars, manipulators, and the strength it takes to walk away, was released alongside an official music video that has surpassed 100,000 views.

Their latest single, "We Are The Fire," is a high-powered anthem about spreading light and hope, breaking through the darkness, and helping others find freedom. The song has already surpassed 70,000 streams, and its official music video reached 50,000 views within three weeks of release. The single is also in regular rotation on The Sound 228.

Across recent releases, Atypical has received radio airplay in the United States, Brazil, Germany, and the UK, including support from KQXR Boise, KCAL Riverside, KTED Casper, TruckersFM London, Serrinha FM Brazil, and other outlets.

Recognition and What's Next

Atypical was named a winner in *The Pitch's Best of KC 2026* and is a two-time AMMA Awards Top 5 Rock Band in Missouri honoree, earning recognition in both 2022 and 2023. These honors reflect the band's growing presence at home while their streaming, radio, and video momentum continue expanding their reach worldwide.

With international chart success, growing radio support, high-profile live performances, and a rapidly expanding audience, Atypical is entering its most powerful era yet. The band continues to release new music while pursuing larger stages, festival appearances, touring opportunities, and greater exposure in the modern and active rock markets.

About Atypical

Atypical is a five-piece hard rock and alternative metal band from Kansas City, Missouri, featuring Rachel Cartwright, Trevor Cartwright, Trevor Chowning, Robbie Pointer, and Drake Ogle. Known for soaring vocals, heavy riffs, anthemic hooks, emotional songwriting, and electrifying live performances, the band has generated more than half a million Spotify streams and built an international audience.

With recent singles "Above the Hate," "Away From You," and "We Are The Fire" showcasing the strongest evolution of their sound to date, Atypical is pushing toward bigger stages, wider audiences, and a defining new chapter in modern rock.