

DR. ZWIG

LOS ANGELES, CA (March 14, 2018) – For the first time in his illustrious and often fascinating career, Adam Zwig merges his two identities...

On the one hand, he's known as a chart-topping singer, songwriter, multi-instrumentalist, performer, and artist with a total of nine Top 10 Adult Contemporary hits under his belt and over 50 million YouTube views and counting. On the other hand, he simultaneously remains a revered psychotherapist, renowned workshop leader, and sought-after lecturer. Over the past decade, these worlds have been quietly separate—until 2018.

Marking a significant personal and professional milestone, the dynamic visionary now introduces himself as Dr. Zwig. As part of this reintroduction, he launches an interactive and innovative new web site and social platforms. Simultaneously, he's putting the finishing touches on his anxiously awaited new full-length album and a new book for 2018.

Whether he's counseling and coaching clients, inspiring at the lectern, or rocking a packed theater, Zwig unlocks a powerful, passionate, and pure form of release. If rock 'n' roll equals freedom, then Dr. Zwig's approach to the human condition is rock n roll therapy. "Contrary to conventional wisdom there are no set rules for how to solve your problems, be happy, and live a worthwhile life. The only rule is to discover and follow what really wants to happen in your own unique process—not easy, but well worth it!," Zwig explains.

He stands out as living proof. This modern renaissance man has helped just as many people from the stage as he has from an office. Moreover, the results mirror each other in the most wonderful way possible. "When I write a song and what I do in a therapy session are really the same thing," he comments. "In both situations, I let go of the known and dive into the unknown to discover something deeper, enlightening, and even numinous. Rational answers seldom solve our crazy problems; we need tools that bypass what we already know to connect us with something that can really transform us. This is why we need music and a kind of therapy that views problems not as pathologies, but as personal growth processes trying to happen. Therapy is music, and music is therapy."

In March fans will get a glimpse at what's on the horizon with his new music video directed by filmmaker and auteur Laban Pheidias.

The rock n roll doctor is in...

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RICK FLORINO