

*For Immediate Release*  
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## It's a fact. Australian Siri has a beautiful singing voice.

Voice in a billion devices & singer-songwriter Karen Jacobsen releases music video "Ready For What I Came Here For".

After an unexpected year in her native Australia, usually New York based international voice-over artist, singer-songwriter and motivational speaker, Karen Jacobsen celebrates the release of the music video of the title track of her upcoming album **READY FOR WHAT I CAME HERE FOR**.

Karen was inspired to write the song after the tragic death of her husband's close friend, and Karen's song is an expression of her quest to make a difference and find deeper purpose in life. "READY FOR WHAT I CAME HERE FOR" is the first track from Karen Jacobsen's 10th studio album, produced by Matt Anthony (Darius Rucker, Shinedown, Pat Monahan of Train) at Engine Sound in New York City.

Jacobsen's speaking voice reached pop culture status when she became the voice of the GPS and the original Australian voice of 'Siri.' This led to the creation of the empowerment brand The GPS Girl® and speaking engagements about "Recalculating" life. With the single launch and free course, she integrates 'Music and Message.' Her family Recalculated personally in 2020 heading to Australia for what they thought would be several weeks while the pandemic blew over. Now based at the edge of the Great Barrier Reef and the 74 tropical islands of The Whitsundays in North Queensland.

Karen is the official Whitsundays Destination Ambassador and the voice of a wildly successful campaign to entice visitors to the region. The tourism sector has been deeply affected by COVID-19, and the Wonders of The Whitsundays campaign has generated more than \$12.8m AUD in bookings. Despite the unexpected turmoil of moving countries, Karen says, "being in the most pristine nature and looking out at the Coral Sea has been a miracle for our family, not to mention endlessly inspirational. The beauty of nature is healing and we feel very fortunate to have been able to choose this option at a time that has been devastating for many."

The music video was filmed at Coral Sea Marina Resort in Airlie Beach in The Whitsundays. The local creative team was led with Filming by Tanya D'Herville Photo & Video, Makeup & Hair by Marie Ann Douros, Wardrobe by Love & Wore and Chetcuti Couture and Production Manager Tom Hudak from The Art of the Reef. Colorado based, 3 time Emmy Award winning Editor Chris Orwat edited the video, taking Karen's piano-driven cinematic song and bringing it to life. A feature of the music video is the visual of Karen playing a white piano on the beach at the edge of the Coral Sea.

While recording began pre-pandemic, the cinematic piano-driven song takes on new meaning in this time in the world and in the context of her personal relocation to Australia. When asked about the message of the song, Jacobsen said "for many of us, 2020 has been a jolt, and yet an opportunity to take a stark look at our lives and what we want to experience. I personally know dozens of people who have made big decisions about their futures; from where they will live to what they spend their time doing. It's been an era of getting clear about what is truly important."

Tourism Whitsundays Chief Executive Officer, Tash Wheeler said it's no surprise that Karen's incredible voice and powerful lyrics have created this magical, goosebump worthy song.

"Karen is one extremely talented lady, she has put her heart and soul into her title track, Ready For What I Came Here For. The music video, filmed at Coral Sea Marina Resort showcases the beautiful Whitsundays and compliments Karen's stunning voice so perfectly.

"Congratulations to Karen and her creative team for taking us on this journey with them," Ms Wheeler said.

"Ready For What I Came Here For is a triumphant celebration and reawakening of purpose. Highly emotive yet softly versed, this track calls for meaningful introspection that left me feeling empowered." — Ellie D, Radio Boss @ OzNow Radio.

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## MORE ABOUT KAREN JACOBSEN

International Speaker, Concert Artist and Songwriter Karen Jacobsen's speaking voice unexpectedly led to a unique pop culture status. In over a billion GPS and smartphone devices worldwide, including the original Aussie voice of 'Siri', hers is the voice of reason, telling us where to go and what to do on a daily basis. In real life, through her songs, concert performances and speaking presentations, she entertains and inspires people to recalculate their way to their dream destination in life.

In a late 1970's living room in Mackay, Australia, seven-year-old Karen Jacobsen saw Olivia Newton-John on television and knew what she was meant to do with her life; to become a professional singer and move to America.

Driven to follow her dream and born to light up the stage, Karen moved to New York City with one suitcase becoming an award-winning Singer and Songwriter. Musical career highlights include: sharing the stage with Norah Jones, Neil Sedaka, Jon English and Christopher Cross, national anthem performances at major sporting events - Madison Square Garden, Fenway Park, Dodger Stadium, for 80 000 at Giants Stadium for a New York Jets game, Queensland's Suncorp Stadium for an Australia vs South Africa TriNations International Rugby Game for 52 000 - and licensing her songs to US network television.

In her first years in New York City, Karen auditioned to record a text to speech voice system, having no idea it would take her voice to every corner of the globe. From that one voice-over booking she created her empowerment brand The GPS Girl®, giving directions for life and business and showing how to navigate change powerfully with the 5 Directions for Recalculating process.

An International Speaker and Concert Performer, both live and virtually, she has taken her universal message to national and international events across multiple industries including finance, health, education, travel, real estate, as a TEDx Speaker and Global Artist in Residence at High Point University. Karen has also enjoyed wide international media coverage, and was told she had made it when named as a clue in The New York Times crossword puzzle. She particularly enjoyed Harry Connick Jr calling her "hypnotic" on his national US talk show and media highlights include: NBC Today Show, ABC World News Tonight, CBS Early Show, Sunrise, NY Daily News, The Guardian, Glamour magazine and being named one of People Magazine's Most Intriguing People.

"Recalculate Your Life" events and retreats are powerful transformational experiences Karen delivers in person and virtually. She is an in demand Voice-Over artist recording customized voice systems and advertising campaigns, and a prolific songwriter and Recording Artist, currently working on her 10th studio album. She is the Composer for musical theatre productions "Perfectly Imperfect", "Before Time", and her one woman musical memoir "Mackay to Manhattan," which premiered at the Mackay Entertainment and Convention Centre in Australia in September, 2020.

"Mackay to Manhattan" - A Musical Memoir is a part concert, part motivational journey that leaves Karen's audiences elevated with powerful insights about their own lives. Her timeless melodic songs, powerful vocals and message "It Is Never Too Late To Recalculate" leave everyone energized and engaged with their potential.

An Author, Karen has written two journal style books; The GPS Girl's Road Map for Your Future, and Recalculate - Directions for Driving Performance Success.

Karen, her husband and growing son thought they were visiting Australia from their New York City home of 20 years for a few weeks to visit family at the beginning of the pandemic. Recalculating everything and coming full circle, they find themselves as locals in the glorious Whitsunday region, and count their lucky stars every day to be there.

"I was brought to tears when I heard this song live. It resonated with me so much I felt almost like the song was written for me."— Ellie D, Radio Boss @ OzNow Radio.

To view the music video to Ready For What I Came Here For, please [click here](#).

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

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**About Tourism Whitsundays:** *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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