

9 Left Dead's Heart-Wrenching Triumph

Rock band signs with Cranked Up Records to Honor Fallen Drummer Steven Jones in Explosive New Chapter



Oklahoma City, Oklahoma Sep 29, 2025 ([Issuewire.com](https://www.issuewire.com)) - Cranked Up Records is proud to announce the official signing of Oklahoma-based rock band 9 Left Dead, a group whose music is forged from tragedy, resilience, and a relentless pursuit of truth. The announcement comes on the anniversary of the passing of drummer and co-founder Steven Jones, whose legacy continues to shape the band's sound and vision.

Formed by cousins Travis Jones (vocals/guitar) and Steven Jones, 9 Left Dead began as an outlet for survival: two young men turning pain into art, transforming hardship into a powerful, emotional soundtrack. Over the years, the band built a reputation for unflinching honesty in their music and an electrifying live presence.

But everything changed in September 2024, when Steven passed away from complications of Type 1 diabetes. His death left a void that could never be filled, but it also gave the band a renewed sense of urgency and purpose.

“Steven was more than just my cousin and bandmate; he was my brother in every sense,” said Travis Jones. “Losing him forced me to approach music differently. Every lyric I write now carries his presence. His absence pushed me to dig deeper, to be more honest, and to pour everything I have into these songs. Signing with Cranked Up Records is not only about our future, it’s about carrying his memory forward.”

That forward momentum has been accelerated by Malcolm Springer, the acclaimed producer known for his work with Matchbox Twenty, Collective Soul, Fear Factory, and Eric Clapton. Springer helped the band channel their raw emotion into a refined yet hard-hitting sound that matches their intensity on stage. The result is music that feels urgent, visceral, and destined to connect with a wide audience.

Cranked Up Records, distributed worldwide by Virgin Music Group, is no stranger to powerful rock stories, but CEO Curtis McKinney believes 9 Left Dead is something truly special.

“I’ve followed 9 Left Dead since my days in rock radio and have always admired their honesty as a band,” said Curtis McKinney, CEO of Cranked Up Records. “But when I heard their new music, I was blown away. It stands shoulder to shoulder with the best of the best in rock right now. Their performances alongside Staind, Candlebox, Bush, Lit, and Fuel prove they belong in that company. In my opinion, 2026 is going to be their breakout year, and I couldn’t be more proud to be part of their journey.”

With their new single “Happy” on the horizon, 9 Left Dead is positioned for their most defining year yet. Their upcoming songs are driven by raw emotion, seasoned with experience, and sharpened under Springer’s production. The new tracks promise to deliver a sound that is both cathartic and anthemic.

For 9 Left Dead, this signing marks not just the next chapter in their career but also a living tribute to Steven Jones—the man who helped start the story and whose spirit continues to guide it. Look for “Happy” to be released worldwide along with the music video in late October.

About Cranked Up Records

Cranked Up Records is a nationally recognized independent record label based in Carlsbad, New Mexico. Distributed worldwide by Virgin Music Group, the label is known for elevating authentic voices and delivering powerful music to global audiences. Cranked Up Records has produced multiple Top 20 hits on the SMR Rock Chart and continues to grow its roster with artists who embody truth, resilience, and passion.

9 Left Dead

[Website](#)

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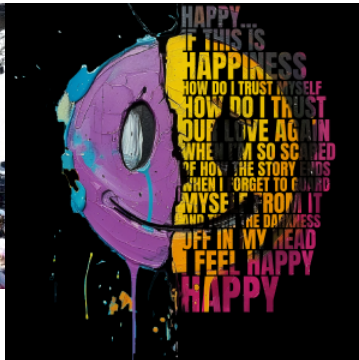
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