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## **Music Connection Features AirPlay Direct's Free Alt. Rock Artist Contest**

Music Connection features AirPlay Direct's current FREE "All Things Digital College / Alt. Rock" artist contest in their current issue. Look for the contest profile in the A & R Report by Bernard Baur see <http://www.musicconnection.com/currentissue/arreport/arreport.lcgi> .

"Submissions are being accepted for an AirPlay Direct sponsored College Alt-Rock Artist Contest. The competition is also being sponsored by Gorgeous PR, Arketype Film, Apples & Cats Media and CDman, " All Things Digital College / Alt. Rock" is open to artist and label members. This contest is free to enter and very simple... the best song wins. The only three requirements are: (1) you must be an AirPlay Direct artist or label member (free to join), (2) your music must fall into the College Alt-Rock genre and (3) you must submit your AirPlay Direct DPK prior to the official deadline date of Aug. 31st.

This is a "winner take all" contest, with a Grand Prize Package that includes an eight-week national PR and media relations campaign from Gorgeous PR: a custom made music video from Arketype Film, that will be a full-production "broadcast-quality" video with attention on the mood and style of the band; a 12-week national radio campaign to 500 College stations from Apples & Cats Media; a merchandise package from CDman that includes 500 professionally replicated CDs in jewel boxes, 100 full-color posters, 25 digitally printed t-shirts; and a premier "Featured Artist" advertising package from AirPlay Direct. This Grand Prize Package is valued at over \$28,000. For additional information, visit [www.AirPlayDirect.com](http://www.AirPlayDirect.com) or [www.gorgeouspr.com](http://www.gorgeouspr.com) ."