

Starbucks Hear Music and Lava Records Team to Break Emerging Band, Antigone Rising

2005-04-05

New Starbucks CD Series Announced; Collaboration Creates Innovative Paradigm for Music Marketing and Distribution

Starbucks (Nasdaq:SBUX) Hear Music(TM) and Lava Records, a free-standing label within the Warner Music Group, today announced plans to jointly launch the emerging Lava band, Antigone Rising, via a new Starbucks Hear Music proprietary CD series entitled "Hear Music(TM) Debut" and a unique Starbucks marketing campaign. Antigone Rising's first album, *From The Ground Up*, will be sold exclusively in the more than 4,400 Starbucks Company-operated stores in the United States and on www.starbucks.com and www.hearmusic.com beginning May 11, 2005. Today's announcement further extends Starbucks commitment to transforming the way music is discovered, acquired and delivered.

Lava recording artist Antigone Rising was selected as the inaugural band featured in Starbucks Hear Music's new "Hear Music(TM) Debut" CD series created specifically to introduce new and developing artists. The album, *From The Ground Up*, is a live, acoustic performance, which was recorded exclusively for Starbucks customers at the legendary Sony Studios in New York City.

"With Ray Charles, Bebe Winans and Tina Turner among others, we have demonstrated that we can effectively leverage our unique marketing and distribution assets as well as our customer base to support established artists," said Ken Lombard, president of Starbucks Entertainment. "Today's announcement marks another step in our overall music strategy, and enables us to uniquely parlay our marketing and distribution strength to break new artists. It also demonstrates the varied ways we are working with innovative labels and partners, such as Lava, to positively influence the music industry."

Music from Antigone Rising, the all-female quintet hailing from the New York/Tri-State area, is a refreshing return to 70s-Era classic songwriting. The band has toured in forty-three out of the fifty states and their no-nonsense, stripped down, acoustic blend of rock 'n' roll has drawn comparisons to an all-female Eagles, Fleetwood Mac and Aerosmith.

"We are excited about our partnership with Starbucks as well as being the first band selected for the 'Hear Music Debut' series," said Antigone Rising lead singer, Cassidy. "Now more than ever it's important to have strong alliances, and creative marketing, in order to get your music heard. We believe that with the amazing team at Starbucks Hear Music, in addition to the great people at Lava, we have a once-in-a-lifetime opportunity to expose new people to Antigone Rising."

Starbucks Marketing Campaign

Timed to coincide with the release of the album on May 11, 2005, Starbucks marketing support will include in-store signage, point-of-purchase displays, in-store music play, and a Wi-Fi network promotion. Starbucks will also utilize its relationship with XM Satellite Radio to offer an Antigone Rising special on Hear Music(TM) Channel 75 on XM Satellite Radio. Marketing efforts will also include in-flight programming on United Airlines, a Starbucks marketing partner.

Media Opportunity

To celebrate the collaboration between Lava and Starbucks, and to introduce media to the band, the companies will co-host an Antigone Rising showcase the week of May 18 in New York City. For media passes, please contact Lisbeth Cassaday, Lava Records, 212-707-2553.

About Antigone Rising

Antigone Rising was founded in the late 90s by sibling guitarists Cathy and Kristen Henderson. The band also features powerhouse vocalist Cassidy, Dena Tauriello on drums and Jen Zielenbach on bass. The five-piece ensemble's blend of 70s-era rock 'n' roll has taken them from playing small clubs up and down the eastern seaboard, to opening up for Aerosmith and former Black Crowes' Rich Robinson during the summer of 2004.

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