

# Muzak Shines Spotlight on Music

CHARLOTTE, NC /Send2Press Newswire/ – Muzak ([www.muzak.com](http://www.muzak.com)) announced today that they are incorporating a special events and holiday calendar into their core programming lineup. Muzak Spotlight will feature select artists on various days throughout the year, using music as a means to celebrate important events and pay tribute to influential bands and musicians.



Send2Press® Newswire

*Photo caption: Exterior Muzak Home Office. Copr. (c) Muzak LLC*

“There’s a powerful connection between music, our memories and emotions. Spotlight certainly adds some value to our product, but it’s really about celebrating music and simply having some fun,” said Muzak spokesman Sumter Cox.

The company currently has 72 core music programs, covering all genres and eras of music. The programs are designed to capture the energy, mood and style of their clients’ brands. (Contrary to the belief of many, Muzak does not play synthetic instrumental versions of popular songs. The songs they include in their programs are the same songs you hear on the radio or in your CD player.)

When Ray Charles passed away last September, the company paid tribute to the beloved artist by increasing the rotation of his music in its Classic Soul, ’50s & ’60s Hits and Jukebox Gold programs.

“Response from our clients was amazing,” Cox said. “They really appreciated

that we honored Ray and asked if we could do more things like that in the future.”

In response, Muzak has expanded its calendar of events to include important dates in music history, notable birthdays and current events as they arise.

For the official launch of Spotlight, Muzak is celebrating Black History Month by highlighting a different African American artist each day. Other artists and events will be featured throughout the year including Eric Clapton, John Lennon and the twentieth anniversary of Live Aid. A full calendar of Spotlight events is posted on the company’s website ([www.muzak.com](http://www.muzak.com)).

The company is hosting a launch party for employees at its home office on February 4. The event will include special live performances by local artists and a musical tribute to influential African American musicians.

#### About Muzak

Muzak is the leading provider of music, on-hold messaging, and sound system design and installation for businesses. The Company has the industry’s largest national network with more than 200 sales and service locations, serving approximately 350,000 client locations in the United States. More than 100 million people hear Muzak programs each day.

More information: [www.muzak.com](http://www.muzak.com)

News issued by: Muzak LLC

# # #

Original Story ID: (78) :: 2005-01-0131-001

Original Keywords: Muzak Spotlight, Branding, DMX, Sirius XM, Playnetworks, Klipsch, Bose, Black History Month, Ray Charles, Muzak LLC, music, audio Muzak LLC