

# Metrofunk.com Launches Bringing Together Celebrities and Trendsetters

NEW YORK, N.Y. – Nov. 16 (SEND2PRESS NEWSWIRE) – Metrofunk announced today that their invite-only social network built by trendsetters, Metrofunk.com, has officially launched. Metrofunk.com, a site devoted entirely to the genres of nightlife, fashion, music, and film will provide a centralized place for people to gather information on what is hot and trendy in the genres of their interest. This news comes on the heels of their red carpet event last night in conjunction with Stereo's two-year anniversary party where celebrities, industry insiders, and trendsetters alike came together to celebrate the beginning of the Metrofunk movement.



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If you drove down 29th street on the west side of Manhattan last night all you would have seen is a bright yellow Lamborghini parked in front of a long red carpet, and a line outside Stereo Nightclub. A line long enough that it really makes one appreciate VIP treatment, exactly what Metrofunk.com gives its users.

Various celebrities came out to celebrate occasion with Metrofunk.com and Stereo. Fall Out Boy's Pete Wentz and Gym Class Heroes' Travis McCoy took over the DJ booth before Travis took stage with some friends and performed Gym Class Heroes hit "Cupid's Chokehold." Los Angeles rapper Mickey Avalon

also performed his hits, "Jane Fonda" and "My Dick" along with his friends and fellow rappers Dirt Nasty and Andre Legacy. Many other stars like John Mayer, Ashlee Simpson, VH1's Sherrod Small of the Best Week Ever, MTV's Damien Fahey, Aaron Reid of MTV'S My Sweet Sixteen, NYC' DJ Jus Ske, Rapper Ray J, Singer Constantine Maroulis and the famous Naked Cowboy were in the crowd.

Metrofunk.com CEO Han Kao said, "It's been 3-4 days of no sleep juggling infrastructure and technology issues, press and PR, celebrities, investors, partners, promoters, DJs, models, event staff, and much more. But it was all so very worth it. We had a launch party that was beyond perfection, insane proprietary technology, a tight management team, and an overwhelming amount of support from trendsetters from all around the world. As of today we will begin approving trendsetter requests and allow trendsetters across the nightlife, fashion, film, and music industries to start building their own online social followings."

For interview opportunities, footage, or to gain access to [www.Metrofunk.com](http://www.Metrofunk.com) please contact [press@metrofunk.com](mailto:press@metrofunk.com), special media accounts are available as the site is invite only.

#### **About Metrofunk**

Metrofunk.com provides industry trendsetters, such as exclusive club promoters, fashion designers, filmmakers, and music artists, the ability to create and build their own individually branded social networks. These branded networks combined with Metrofunk.com's suite of social media tools allow real trendsetters to effectively promote and monetize all their creative works: exclusive events, fashion collections, films, music albums, photos, blogs, and videos.

In order for other users to view and access the content, they must be invited to the site by an existing network. One might compare [Metrofunk.com](http://Metrofunk.com) to the Barneys and Saks Fifth Avenue of social networking. All user-generated content is displayed in a popularity-driven manner and categorized under one of Metrofunk.com's four lifestyle verticals (nightlife, fashion, film, and music). The site is designed so the trendsetting community, not hired editors, decide what's hot and what's not.

#### **PHOTOS FOR MEDIA:**

\*(PHOTO 72dpi: [Send2Press.com/wire/images/07-1117-Metrofunk\\_72dpi.jpg](http://Send2Press.com/wire/images/07-1117-Metrofunk_72dpi.jpg) )

\*(PHOTO Caption: Metrofunk.com CEO Han Kao with Travis McCoy of the Gym Class Heroes on the red carpet.)

\*(PHOTO 300dpi 4x5": [Send2Press.com/photobay/1107MF/](http://Send2Press.com/photobay/1107MF/) )

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