

# Neotrope Sponsors LAMN Jams, Brings PR Expertise to Live Music Series

LOS ANGELES, Calif., June 11 (SEND2PRESS NEWSWIRE) – Neotrope(R), an entertainment and brand marketing company, will officially sponsor the Los Angeles Music Network’s Rock and Urban Music Contest “LAMN Jams” which launched June 9th and runs through August 11th. Taking its popular LAMN Jams to a new level, LAMN invites rock artists to submit original music to perform for a panel of industry experts and receive live critiques.



**Send2Press® Newswire**

Monthly winners move up to the finale and compete for the Grand Prize. Those selected will perform at Skinny’s Lounge in the NoHo Arts District (North Hollywood). Performance dates: June 9, July 7 and Aug 11 (finale). Open to the public, admission is free for all dates!

Among other prizes, the winners will receive a targeted Direct-to-Editors(TM) press release campaign from Neotrope’s Send2Press(R) service (a \$500 value).

“Whether you are building a buzz or maintaining a career in the music business, there is nothing more important than getting the word out,” says LAMN President Tess Taylor, “and so we are thrilled to have Neotrope on board. Neotrope’s Send2Press service will provide the winning artists an essential building block in a successful career. Once you have your story,

you need a way to tell the world, and Send2Press is an excellent way to do it.”

### **Top Industry Experts Judge Talent**

Talent judges committed to participate include executives from 98.7-FM, Universal Music Publishing, Electronic Arts Worldwide Music, Trans World Entertainment, MySpace Records, SIXX: A.M., Angel Diva Music, Taxi and Red Queen Music (more pending). These experts have been hand-picked because they can do something meaningful for an artist’s career if they like what they hear. At past LAMN Jams, performers have had their music put in the hands of hard-to-reach music supervisors for hit television shows (by music publisher Robert Walls), been hired on studio projects (by producer Jan Linder Koda), and gotten production deals (like Jody Whitesides).

### **Submit Your Music Now**

Artists register online at [www.lamn.com](http://www.lamn.com) or call 818-769-6095 now. Submission fee is \$25 and performers compete to win prizes at monthly LAMN Jams. Monthly winners are eligible to compete for the Grand Prize.

### **2006 LAMN Jam Champ Hits Big Time**

After winning the 2006 LAMN Jam, champion Tim Fagan was invited to tour with the Goo Goo Dolls, won the John Mayer Songwriting Contest last year, and is currently on tour with Colbie Callet. LAMN is proud to have recognized his talent early on.

### **LAMN Sponsors**

Rock Music LAMN Jam sponsors include 98.7-FM, Heroin Diaries / Ovation Guitars, Taxi.com, Tunecore.com, Justin Winokur Photography, Music Connection, On / Off Records, Onlinegigs.com, Optic Noise Music Licensing, Angel Diva Music, Send2Press.com (a division of Neotrope), Skinny’s Lounge, Propellerheads, and What Is Indie? with others pending.

### **Artists Apply Online Now!**

[www.LAMN.com](http://www.LAMN.com).

### **About LAMN**

Now in its 20th year, the Los Angeles Music Network (LAMN), promotes education, career advancement and good will among artists and creatives. LAMN Jams give talented artists a platform to perform their original material for music industry experts. These contests foster artistry and talent development, enable professional introductions and deals that advance artist careers. LAMN is a sister organization of the National Association of Record Industry Professionals (NARIP) which caters to record executives.

### **About Neotrope**

Based in Torrance, California, Neotrope ([www.neotrope.com](http://www.neotrope.com)) has been helping small-to-medium businesses and entertainment companies establish their brand and grow revenue since 1983. Neotrope has launched over 600 Websites since March of 1995 and has developed “patent worthy” proprietary solutions for Internet Marketing and search positioning. 2008 marks the company’s 25th Anniversary. Neotrope media properties include Send2Press(R), California Newswire(R), eNewsChannels(TM), and Music Industry Newswire(TM). Neotrope

owns a record label, book imprint, online publishing news network, clothing company, and other entertainment endeavors.

Neotrope Founder/CEO Christopher Simmons is a leading authority on press release optimization, an award-winning multimedia and graphic designer, a professional journalist who sold his first article in 1984, and is a member of the American Society of Composers, Authors and Publishers (ASCAP), as well as the Public Relations Society of America (PRSA). A noted technologist, Mr. Simmons is frequently interviewed by organizations like Entrepreneur, Chicago Post Tribune, PC World and Trendwatch.

#### **About Send2Press Newswire**

Founded in 1997 as an expansion of Neotrope's PR service first launched in 1983, Send2Press ([www.Send2Press.com](http://www.Send2Press.com)) is one of the leading online-based news release creation and distribution services helping small businesses and start-up companies reach and inform their target media. It is the only online newswire service to provide a single source for news writing, rich media, Direct-to-Editors(TM) targeted distribution, SEO+PR(TM) search engine placement, and traditional media representation (PR services provided by Neotrope). Send2Press is the only news distribution service with a staff entirely comprised of accredited PR professionals and working journalists. Send2Press was the first newswire service in the world to optimize content for search engines in 1997, using Neotrope's proprietary ContextEngine(R) technology.

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