



PRESS CONTACTS

Jeff Breil
jeffb@blacklodgepr.com

Jeff Royer
jeffr@blacklodgepr.com

FOR IMMEDIATE RELEASE

Launch Music Conference Coming To Lancaster In April

Key figures in Central PA's music scene team up to bring instructional conference to Lancaster



Jan 30, 2009 – For Jeremy Weiss and Rick Gadd – two figureheads in Central PA's music scene – it was obvious that there simply weren't enough resources out there for young and developing bands looking to truly learn about the inner workings of the music industry.

"A lot of these bands have the talent and the drive, but they don't always know where to go with it," explains Weiss, a veteran of the business for over 20 years. "We wanted to create an environment that had something for everyone, from entertainment to instructional seminars." Enter the **LAUNCH Music Conference** - the first and only music conference of its kind in Central PA.

Unlike many other music conferences, **LAUNCH** separates itself from the rest of the pack by virtue of the major emphasis being placed on the instructional aspect, as well as the founders' ability to bring in many of the well-known, respected and influential people with whom they have enjoyed longstanding relationships and work with on a weekly basis – booking agents, managers, musicians and more, all of whom are active and relevant in today's scene.

"I attend a lot of music conferences, and one thing that I'm generally struck by is that many of the people that the conference organizers have brought in to speak are folks who no longer work in the industry, and haven't for many years," says Weiss. "This is an industry that has changed a lot in the last few years, and many of these people – while I'm sure they had great successes in their careers – aren't qualified to talk about the current state of the industry! One thing that will really set **LAUNCH** apart is the caliber and diversity of the industry professionals we are bringing in to speak, all of whom are currently actively engaged in the music industry."

LAUNCH has already confirmed panelists from many of the bigger booking agencies and management companies in modern music, as well as a slew of other industry professionals with differing backgrounds. The chance to hear these folks speak - as well as the opportunity to interact with them – is what makes **LAUNCH** an integral experience for young and developing musicians.

In addition to access to the panels and the panelists themselves, attendees of **LAUNCH** will be able to check out over 150 showcasing artists of all different genres at several venues located around the hub of **LAUNCH**, The Brunswick Hotel in downtown Lancaster. Showcasing acts have submitted from all over the country to perform at **LAUNCH**. Each night of the conference will be capped with national headlining acts appearing at the Chameleon Club.

The Launch Music Conference will take place at the Hotel Brunswick April 16-19, 2009.

About Launch Music Conference's Founders:

Jeremy Weiss is a nationally respected fixture in independent music and has owned and operated CI Records - an internationally distributed record label – for 20 years, working with veterans and new artists alike. Most recently CI Records has helped launch the careers of bands like AUGUST BURNS RED and THE PINK SPIDERS. Additionally, through CI Productions, Weiss has been promoting shows in Central PA - most notable at the Chameleon Club – for over 20 years.

Rick Gadd has become a central fixture in the Central Pennsylvania music scene and beyond through his involvement in various projects. As a promoter, Gadd provides national and regional talent for multiple PA venues as well as creating the annual 4&3 Music Festival. Rick also owns and operates Gadd Agency, a management company working with multiple artists, and the independent record label Decadent Suite Records. As a musician, Gadd has sold in excess of 50,000 CDs world wide on an independent label. Additionally, he has also served as Assistant Director and Marketing and Production Manager for the highly successful Dewey Beach Music Conference.

###

For more information, please visit: www.launchmusicconference.com, or www.blacklodgepr.com.

INTERVIEWS AVAILABLE UPON REQUEST

