



City of Burnsville

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FOR IMMEDIATE RELEASE

April 19, 2013

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THE GARAGE
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RADIO HOST TO SHARE SKILLS ON BAND PROMOTION AND PUBLICITY WITH THE GARAGE

When it comes to local musical acts, promotion is everything. With small marketing budgets – word of mouth and grass-roots campaigns can help either make or break an aspiring young talent.

This April, members of THE GARAGE Youth Center in Burnsville will learn about band promotion and publicity from one of the experts. Partnering with McNally Smith College of Music, THE GARAGE will host Lindsay Kimball, an assistant program director and on-air host for The Current 89.3.

Kimball, who teaches an emerging media class in the Music Business Department at McNally Smith, will give a free presentation on how to catch the attention of media and other ways to help promote a band. Kimball will also address, how to prepare “a one-sheet” that works, how to send original music to people, how to follow-up professionally, how to meet other people and other bands, and beneficial ways to network.

“With the help of McNally Smith College of Music, THE GARAGE is able to bring insightful guests like The Current's Lindsay Kimball, who possess first-hand experience in today's ever-changing music industry. We are very excited to be hosting yet another great opportunity for artists to gain this valuable knowledge,” said Jack Sabol-Williams, THE GARAGE weekend coordinator.

What: Lindsay Kimball Presentation on Band Promotion
When: Tuesday, April 23 from 6:30 to 8 p.m.
Where: THE GARAGE Youth Center, 75 Civic Center Parkway
Who: Open to the public
Cost: FREE

For more information on THE GARAGE Youth Center visit www.THEGARAGE.net.

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