

Kirsten Fedewa & Associates

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Contact:

Kirsten Fedewa – Kirsten Fedewa & Assoc., LLC – 202-365-5936 –
Kirsten@fedewaconsulting.com

Christy Watkins – Aristo P.R. – 615-269-7071 x124 – christy@aristomedia.com
Ryan Moore – Aristo P.R. – 615.269.7071 x132 – ryan@aristomedia.com

Jamie Tate's "I'll Give My All" Debuts with 50,000+ in Digital Single Sales

Says Goal is to Distribute One Million Free Downloads of Patriotic Song to U.S. Military Families & Veterans

(Washington, D.C./Nashville – June 4, 2010) Following its official release over Memorial Day weekend, Bodell Records recording artist **Jamie Tate** has debuted with more than 50,000 digital download sales of her patriotic single, “I’ll Give My All.”

Tate appeared on MSNBC on Memorial Day to discuss the song and the origin of the “I’ll Give My All” campaign. Recorded in Nashville in March 2010 with the 82nd Airborne All-American Chorus, the single is the focal point of a unique marketing initiative developed by Nashville-based Cauley Music Group, LLC.

(MSNBC Interview: <http://www.msnbc.msn.com/id/21134540/vp/37448543#37448543>)

Tate said her goal is to send at least one million “I’ll Give My All” cards to active and retired military personnel around the world. A portion of the project’s proceeds also benefits the Wounded Warrior Project for the 82nd Airborne, the USO of NC and the Military Family Lifestyle Charitable Foundation.

The “I’ll Give My All” program operates through the distribution of sponsor-purchased digital download cards. Each card contains a printed code that grants the cardholder access to the page on the official website (www.IllGiveMyAll.com) where Tate’s new single can be downloaded for free. Private individuals (Fan Sponsors) or businesses (Corporate Sponsors) can purchase the cards, which are then distributed at their discretion. Corporate Sponsors have already accounted for more than 50,000 sales of the single.

“This program is unique in that it serves the interests of three distinct parties,” says Cauley Music Group’s Bob Crumley. “First, it’s recognizing the ongoing efforts of our military and also generating monetary support for them. Next, it’s creating awareness for our sponsors and providing them an opportunity to support the troops. Last, but not least, it’s helping to introduce an incredible new talent to the world named Jamie Tate. Our goal at Cauley Music Group is to explore new ways to distribute music, and we feel like this scenario is a perfect example of that vision.”

The “I’ll Give My All” campaign includes a series of targeted radio promotions surrounding the Memorial Day and Independence Day holidays. The single was officially released to radio on May 31, receiving airplay from stations around the country over Memorial Day weekend. Tate also wrapped up shooting on a video for the song recently with the 82nd Airborne All-American Chorus at Fort Bragg and Pope Air Force Base in North Carolina. The USO of NC named Tate an honorary ambassador to the organization in April.

“I am extremely excited for my song to be a part of this project,” says Tate. “The idea that a song I recorded could reach so many people through the ‘I’ll Give My All’ campaign is really humbling. So many people have worked a lot of long hours and traveled a lot of miles to make this happen, because we all believe in it. I’d also like to give a huge thank you to the 82nd Airborne All-American Chorus for making this project extra special.”

Through June 6, nationally syndicated entertainment news program, Inside Music Row, is airing its interview with Tate from the “I’ll Give My All” recording sessions. The weekly show airs Saturday nights at 10 p.m. CST on WNAB/CW58 in Nashville.

Jamie Tate first broke onto the Country charts in 2009 with her debut single, “One Beer Away From Loving You,” which spawned a custom “12 Ounces” line dance in the dance clubs and a Top 15 single on the European charts. She currently lives in Nashville, where she is writing and recording new material for a debut full-length release.

For more information about the “I’ll Give My All” campaign and to purchase the single or sponsor download cards, visit www.IllGiveMyAll.com. The single is currently available for purchase at Amazon.com and iTunes. View Jamie's Memorial Day interview with MSNBC's Contessa Brewer at <http://www.msnbc.msn.com/id/21134540/vp/37448543#37448543>

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