



photo credit: Tina Reyes

**AMP Rocks The House To Find New Talent
Hosts its First-Ever West Coast Battle of the Ad Bands**

LOS ANGELES, Nov. 20, 2007 – The Association of Music Producers (AMP) in the West Coast hosted a Battle of the Ad Bands last night at The Mint. The event – with proceeds benefiting The Mr. Holland’s Opus Foundation – was a runaway success, with a full house of 150 and 6 bands competing. Winning the \$500 Grand Prize was the Crash Kings from S! Studios.

“The AMP Battle of the Ad Bands in the West is a great opportunity for the community to come together to seek out new talent, and help a really worthy cause,” said event chairman Liz Myers. “We’re really excited with the turnout, knowing that we’ve raised much-needed funds for Mr. Holland’s Opus Foundation, the charity that supports public school music and gives instruments to talented musicians who otherwise couldn’t afford them .”

The musical acts competed in an “American Idol”-style talent competition. Judges included: Scott Cymbala of Elias Arts, Julie Ward of Groove Addicts, and head judge Stephen Dewey of Machine Head. Bands were invited from the ad business at large, including production companies, mix and editorial houses and ad agencies. Each group was allowed one ringer, and had 12 minutes to perform three songs. Covers were permitted – with one exception: a performance of Led Zeppelin’s “Stairway to Heaven” in its original form was grounds for immediate removal from the stage. Bands were judged on originality, stage presence and talent.

Competing in the competition were: Devastating Karate from Rubin Postear & Associates; Hard to Nailer from AddMarketing; Crash Kings from S! Studios; Joanna Equilibria of Latin Sphere; The Monthlies out of TBWA/Chiat/Day; and The Exaggerators of WongDoody.

The style of the Crash Kings was described by judge Scott Cymbala as “Ben Folds lives in a trailer park and runs a meth lab.”

ABOUT AMP

The **Association of Music Producers** (AMP) was founded in 1998 for the purpose of educating its members, and the production and advertising

community as a whole, on all facets of music production, from creation to final use. Headquartered in New York, with regional chapters in Los Angeles, Chicago, Florida and Minneapolis, AMP is the first organization to represent the commercial music industry on a broad platform of creative, business and community matters. Production guidelines, legal issues relating to rights, licenses and composer royalties, talent negotiations, industry education, public relations and industry charitable endeavors are among the bullets on AMP's agenda. Visit us at www.ampnw.com.