

The Opsercian Inc. and SLYROX MUSIC Present:

NO CONTRACTS NEEDED

March 29th, 2008 / Doors 6 PM / ALL AGES
Somerville Theatre / 55 Davis Square / Somerville, MA 02144
Tickets \$13 (Pre-Sale) / Tickets \$15 (Day of Show)

FOR IMMEDIATE RELEASE:

No Contracts Needed is a theatre-sized concert that promotes independent talent within the Massachusetts and New Hampshire area, to music enthusiasts and supporters of all ages.

Selling live music is a commodity on the commercial and independent level today. Vast companies and outsized promoters have gathered crowds of all demographics into large concert venues to view the biggest acts in the country and from around the world. Some local reputable music venues are still alive and kicking in the Northeast, proving that there is still a market for live music in Boston and within the surrounding areas. However, a problem exists within the local live music niche, keeping the market financially hungry for bands; while promoters and clubs urging to grow without raising the ticket prices any higher for potential fans and patrons. There is proof that there is still a market for live, local music in Boston.

The problem's essence is the lack of integration a lack of prominence. Integration needs to occur between the agents of venue, promotion, talent and production. *No Contracts Needed* is a concept built to confront these problems and engage strategies to brand and further promote live local music to Massachusetts and New Hampshire.

Problems the Live, Local Music Category Faces

Integration of focused efforts in promotion by promoters and talent is a disconnection of most local concerts. This makes the niche of local music hard to compete with alternative nightly entertainment industries, such as commercial live music, television, DVDs and radio-backed events.

Prominence needs to be brought to the idea of live, local music. Great shows are happening all the time; however they are subjected to the same places every day and night. These same places have hit a plateau for what they can offer promotion, talent and production. Therefore, taking talented, well drawing bands to a larger stage with better focused promotion and a higher level of production will give this live, local music audience a higher sense of value for the product and their locale. In the long run this will promote the category as a strong competitor in the live music market.

PERFORMANCES BY:

3rd Left / www.3rdLeft.com

Elephant House / www.myspace.com/ElephantHouse1

On the Drop / www.OntheDrop.com

Dave Crespo and the After Party / www.DaveCrespoandtheAfterParty.com

Someday Rome / www.myspace.com/SomedayRome

The Winner of the 2008 Opsercian High School Battle of the Bands

Tickets Purchase Information:

www.Slyrox.com -or- <http://shop.slyrox.com>
www.TicketMaster.com -or- The Somerville Theatre Box Office

For More Information:

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