



Media Release

GrassRoots and Netflix partner for Amber Rhodes Valentine's promotion

National campaign, based on the artist's radio release, "So Long Goodbye," celebrates the joys of being single.

Nashville, Tenn. -- January 28, 2008 -- There's a new spin on Valentine's Day this year as [GrassRoots Promotion](#) introduces "Valentine's Day for Singles," a national radio contest promotion for country recording artist [Amber Rhodes](#). Based on her current radio release, "So Long Goodbye," which recounts a woman happily bidding good riddance to an unfaithful beau, the national contest encourages radio listeners to call in and share their stories of the positive aspects of being single. Local winners in participating radio markets will receive a [Netflix](#) gift card good for free unlimited movie rentals for three months, along with an autographed copy of Rhodes' new [Stray Dog Records](#) CD release, Goodnight Lullaby, and other artist merchandise. The campaign is produced by GrassRoots Promotion, a Nashville-based radio promotion and music marketing company.

"So Long Goodbye" is currently receiving airplay on more than 150 country radio stations and has reached the top-40 on the [Music Row](#) Magazine Country Breakout Chart, a coveted accomplishment for an independent artist. Rhodes recently wrapped up an extensive radio tour to support the single and CD release.

About GrassRoots Promotion: Founded in 1997, GrassRoots Promotion was the first Nashville promotion company to focus on promoting music to the hundreds of "secondary" country radio markets, i.e., radio outlets in markets outside of the top 150 U.S. DMAs. GrassRoots' services now include artist radio tours, HTML email campaigns and on-air contest promotions. The company's clients include both major labels and dozens of leading independent artists.



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