



## Media Release

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### **GrassRoots produces web-based trivia game for BamaJam Music and Arts Festival**

*Interactive trivia application will be used for localized concert event promotions.*

**Nashville, Tenn. -- May 20, 2008** -- GrassRoots Promotion has produced an innovative web-based trivia game, dubbed the "[BamaJam Showdown](#)," to build awareness for the upcoming [BamaJam Music & Arts Festival](#) in Enterprise, Ala., scheduled for June 5-7. The online game tests the user's knowledge of more than twenty of the music artists scheduled to perform at the inaugural BamaJam concert event. Persons playing the game and correctly answering four of five questions will be registered to win free three-day passes to BamaJam, valued at more than \$250. The BamaJam game application has been individually branded for more than thirty BamaJam media partner websites and ties in with on-air radio promotions offering BamaJam tickets, GPS devices and other merchandise.

The BamaJam Music & Arts Festival is produced by noted real estate developer and recording artist Ronnie Gilley, and organizers have announced a stellar lineup for the debut event. Among the dozens of artists scheduled to appear are Lynyrd Skynyrd, Hank Williams Jr., ZZ Top, Trace Adkins, Randy Owen and Miranda Lambert.

The BamaJam game was the first digital application developed by GrassRoots Promotion, a Nashville-based radio promotion and music marketing company. Founded in 1997, GrassRoots was the first company of its kind 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, on-air contest promotions and the development of innovative web-based content. The company's clients include both major Nashville labels and dozens of leading independent artists.



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