

M. Loring Communications Client Nick Loren Set to Have State of the Art Record Release Party

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Agency: **MLC PR**



New York, NY (June 5, 2008)- In support of Nick Loren's "Forever Be Cool" debut album release party in New York City, Friday June 6, 2008, Jennifer Lyneis, M. Loring Communications' VP of Record Promotion, has developed an innovative method for event brand marketing. This fresh new approach offers event sponsors more than just a logo on a step and repeat, it successfully provides "in your face" brand marketing where brands actually become part of the event experience. Lyneis has teamed up with Cisco and NEC Display to offer corporate sponsors an onsite visual media platform, creating a very engaging promotional experience. NEC Display screens will be set up throughout the venue and on the red carpet. Live video camera feeds from inside the venue, in addition to event information and sponsor messages, will keep attendees updated on all the action.

The elite state-of-the-art album release party is presented by Loren's label Clearcut Entertainment and Lyneis' charity, the Sunrock Music Foundation. The Sunrock Music Foundation's goal is to help the progression of the independent music artist, while raising money to donate to schools across the nation.

The event sponsors are:

Cisco - platinum sponsor

Ciroc

Heineken

Kimberly Hotel

NEC Display

Nikki Midtown

Tigi Mens Exclusive Hairline

V3 Imaging

Platinum sponsor Cisco was pleased to support M. Loring Communications and Nick Loren at his album release party. By using Cisco Digital Signage and IP video solutions in conjunction with NEC Display, M. Loring Communications is able to provide Loren and his sponsors a compelling integrated media presentation for his guests. Michael Jeye, Operation Director for Cisco's Web Service Experience Provider segment said, "We are pleased to show the media industry the power of Cisco Digital Signage in this setting. Cisco's platforms are ideally suited for the delivery and display of rich content including multimedia and video; all using an IP network as the platform. This is an example of where the media industry is headed, creating value for advertisers by leveraging digital signage networks on a localized basis." Catch updates on all the action on Cisco's blog in the Consumer Experience section - blogs.cisco.com/consumer.

Nick Loren's debut album "Forever be Cool" is spinning on the airwaves across the country and available in Best Buy stores. To learn more about M. Loring Communications, please visit: www.mloringcommunications.com. To learn more how to get involved with the Sunrock Foundation, visit www.Sunrock.org and to check out music artist Nick Loren, please visit www.clearcutentertainment.com.

For media inquiries on M. Loring Communications or Jennifer Lyneis, please contact MLC PR at contact@monaloring.com or 818-706-8080.

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M. Loring Communications (AKA MLC) is a full service music firm specializing in radio promotion, music licensing and corporate sponsorship acquirement, artist development and consulting services. M. Loring Communications houses sister corporation, MLC PR, a boutique PR firm specializing in music publicity yet also supporting talent, lifestyle and literary divisions. Although the two are within the same umbrella corporation, they are separate entities.

The origin of M. Loring Communications traces back to when president, Mona Loring, first started the firm for her public relations business practice. The company originally started as a small literary and lifestyle PR firm, then ultimately relinquished its position when sister corporation, MLC PR started to develop significant roots in the entertainment industry. Although Mona Loring had plans for the company, developments for M. Loring Communications were temporarily placed on the backburner until early 2008 when Loring reached out to nationally renowned radio promoter, Jennifer Lyneis regarding a ground-breaking initiative.

Subsequent to the fundamental stages of Loring's impressive public relations career, her innate knowledge of the music industry led to her contribution with artist development, taking on responsibilities such as management, marketing, and consulting. Combining Loring's extraordinary qualities with the vast experience and knowledge of radio promotion, music licensing and corporate sponsorship of radio promoter Jennifer Lyneis, the duo knew they had come up with something innovative to offer today's ever-changing music industry.

Now, MLC's strategy is to offer unsigned artists and major and independent labels promotional and developmental services. MLC plans on breaking new artists, crossing underground artists into mainstream acts and taking major hitters to brand new heights. Through the various services available, music industry professionals can rest assured that MLC will provide everything they have ever needed in a promotional music service firm. There will be no need to look elsewhere as everything will be available in one place with the consistent top-notch integrity and service MLC has been known to provide.

[You can find this press release here](#)