

## Runway MMC Re-Writes The Rules -Teenage Girl Group's Clothing Line & iTunes Powers New Single

Date: 10-06-2008 03:41 PM CET

Category: [Fashion, Lifestyle, Trends](#)

Press release from: [Runway MMC single and clothing line release](#)

Agency: **Trevino Enterprises**



Teenage girl group Runway MMC are using innovative marketing techniques to separate themselves from other up and coming pop groups in order to propel their hit new single up the national pop charts.

The single "Runway" was released by b.i.y.a.y.c.d.a. Inc. on September 16th 2008 exclusively via Apple's iTunes Music Store (the recently named #1 music retailer in the world). The group Runway MMC has also released their own line of clothing with personal individual style that sets them apart from each other. appealing to teenage girls to stores across the US including 200 WET SEAL stores. As a result of the initial success of the clothing line, Apple iTunes and Runway MMC have structured national promotion whereby 25,000 customers of the Runway MMC clothing line will be able to download the group's first single "Runway" for free through the iTunes Music Store.

Runway MMC was formed when three multi ethnic young ladies started performing together in Los Angeles in 2007. Meghan (17), Chelsea (16), Melody (16) sing, dance, and write songs together and have gained an incredible following in

Southern California.

Their debut CD entitled Forever Yours will be released world wide digitally exclusively via Apple iTunes Music Store on October 17, 2008. The CD was produced by hit making producers, including Grammy Nominated Alex Cantrell (“Leave (Get Out)” by JoJo), Brandon Howard (Marques Houston, Lupe Fiasco), Frankie Fade (Radio Bums), and a Spanish language song “Loca Por Ti” written by Leticia Ascencio and Javier Seja whose credits include Rigo Luna, Daniela Romo, Puerto Rican Power and others.

Group member Melody is the daughter of famous Mexican-American Mariachi singer Jose Hernandez. Commenting on the project Melody says, “I am so excited about the release of this project. Having watched my father perform all of my life... I have been inspired to make music that touches people.” Group member Chelsea previously starred in “The Lion King” in the smash musical’s Los Angeles run and Meghan attends a performing arts high school and has been in several musicals, including “High School Musical” and “A Chorus Line”.

Representing a wide range of young girls today, RUNWAY MMC is guaranteed to be a success. They can also be seen gracing the red carpet at special events such as The Teen Choice Awards, The ALMA Awards, and The City of Hope Gala Awards. Current performances include The Orange County Fair, The Los Angeles County Fair and The Sacramento State Fair. They also currently just donated their time to A Make a Wish Foundation event in San Diego.

To obtain more information on Runway MMC please visit [www.runwaymmc.com](http://www.runwaymmc.com)

For story opportunities please contact:

Trevino Enterprises  
10 Universal City Plaza  
Universal City, CA 91608  
ph. (818) 660-2888  
email:[reyna@trevinoenterprises.net](mailto:reyna@trevinoenterprises.net)

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