

THE JAM

March 22, 2010

Hallowed member of the media,

No, I don't normally wear my beehive wig around town, but maybe I should—I had some of the best times ever when I was sporting that crimson rug. See, I was “Kate” in a B-52s tribute band. From “Private Idaho” to “Love Shack,” we played them all and rocked it at clubs all over town.



We didn't get paid to perform. In fact, we paid for the privilege.

I had always wanted to be in a band and perform live, and when I moved to New York City I learned that The Jam* existed to make such a dream come true. That it was a recreational music club that helped people like me—a passionate music buff who was a strong yet untrained singer and could read music thanks to a decade of classical piano lessons—explore the possibilities of singing and playing with others. To perform was a dream, and I wanted to make it happen.

I remember our first show as well as our last; we were forced to break up when our guitarist moved to London for a job.

Now he's back, and once a week he leaves his office after work as president of a global telecom company to head to **The Jam's studio complex in Times Square** and rock out with an original band he formed called *Mayday*. Their songs are inspired by episodes of *The Twilight Zone*, and they recently recorded a CD. Most members of The Jam keep it on the recreational side, but this band has taken it to the next level.

Mayday is one of 10 groups playing **our annual battle of the bands on Friday, April 16, at Rebel**.

I'd love to invite you to check out our studios, drop by one of our shows and put you in touch with some “musicians trapped in a day job” who make great fodder for human interest stories.

By the way, 2010 marks our 20th year of helping music lovers make music together.

I'll follow up with you on Friday, but if you'd like to reach me first, please call me at 212.844.9274 or email Liza@MediaMoxie.com.

Thanks!
Liza Horan
Media Relations for The Jam

**formerly known as the Off Wall Street Jam*



Enclosed please find:

- **Press release** about The Jammy Awards on Friday, April 16.
- **Overview** of The Jam, including "Meet the Players" and details on our studio, gear and services.
- **Invitation** to observe or participate in our Upcoming Events
- **Two tickets** for free admission to a Showcase
- **List of sponsors** of The Jam

Suggested story ideas:

- **The Road to the Stage:** Follow a band member as he or she prepares for The Jammy Awards on April 16.
- **Job-Seekers:** Business networking moves from industry events to music studio as those in medical, legal, financial, creative and real estate fields bond over playing music together.
- **From Orchestra Seats to Center Stage:** Times Square offers opportunities to see stars on Broadway and a way for you to get on stage in four weeks with The Jam's InstantBand program.
- **Relax:** Getting out of the office and into a music studio helps tri-state professionals de-stress...and make new friends.
- **Level Up:** Karaoke addicts take it to another level at The Jam.
- **Dreamweaver:** From singing in the shower to singing on stage, New Yorkers realize musical fantasies at The Jam. *Hey, it could be you—write a first-person story!*
- **Single in the City:** Playing, performing and listening to live music makes couples out of singles who share music tastes.

We have tons of human interest stories similar to that of Heidi, who is featured in our press release. Just ask—call Liza Horan at 212.844.9274 or email Liza@MediaMoxie.com.