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### For Immediate Release

## Local Sounds Announces New Partnership and Re-Launch Fundraiser Scheduled for January 15, 2010 at the Frequency

Local Sounds will host a fundraiser at the Frequency Live Music Venue (121 E. Main St., Madison, [www.madisonfrequency.com](http://www.madisonfrequency.com)) on Friday, January 15th beginning at 9 PM. Scheduled to perform are: Fermata, Compass Rose (featuring Mike Droho) and Sexy Ester and the Pretty Mama Sisters. Proceeds from the event will help cover the legal expenses of seeking nonprofit status for the Local Sounds organization. There is a \$6 cover charge.

### About Local Sounds:

Founded by Matt Jacoby and Rick Tvedt in 2005, Local Sounds is a non-profit organization (application pending) that focuses on the historical preservation, education and advancement of the local music industry. Local Sounds ([www.localsounds.org](http://www.localsounds.org)) already consists of several facets, including Local Sounds Magazine ([www.localsoundsmagazine.com](http://www.localsoundsmagazine.com) – formerly Rick's Café newspaper), Local Sounds TV ([tv.localsounds.org](http://tv.localsounds.org)), and Local Sounds Blog ([blog.localsounds.org](http://blog.localsounds.org)), with more facets in the works.

At this time, Local Sounds is proud to announce that it has merged with the popular Madtown Lounge website ([www.madtownlounge.com](http://www.madtownlounge.com)) and are re-launching early in 2010. We are excited to welcome its founder and owner, Allen McGuire, to the Local Sounds board of directors. Madtown Lounge brings several crucial aspects into the Local Sounds concept including social networking, merchandise sales, advance ticket sales for area events, a club calendar and more. Local Sounds will build on the database of artists and information that Madtown Lounge has successfully developed to create an invaluable archive that will continuously expand and develop. Future plans include bringing this concept into the physical realm.

Local Sounds is a unique approach in a time of uncertainty in the music business. By adopting a nonprofit model, Local Sounds is able to seek alternative sources of funding in its quest to document and preserve the musical heritage of the Greater Madison Area. Additionally, Local Sounds will further the arts by providing musicians with resources they need to conduct and create their art in a time of economic implosion.

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