



SAVAGE LIFE

"BEYOND THE LIFE" PUBLIC RELATIONS CAMPAIGN

The revered and recognized Windsor Ontario 'Battle of the Bands 2010' champions Nuclear Sunrise have incorporated a female member into their all male six member rock band and rebranded themselves as 'Savage Life'. Upon adding the vocally phenomenal siren Kelsey Deland to their group as their primary lead singer [accompanying previous lead singer Andrew Iles], they have embarked upon the Ontario-wide "Beyond the life" marketing public relations campaign to increase awareness about their band throughout the province. The six month campaign which entails television, radio, print and online interviews and performances will showcase Savage Life's image and sonic prowess to their growing fan-base. Following the creation and social media posting of their video-biography, Savage Life continues to post their multi-media performances, interviews, event marketing and record industry endeavors and advances on their social media video and blog portals including but not limited to Twitter, Facebook, MySpace and YouTube. Their fans are invited to witness their hard work, their sacrifices, internal discrepancies, public tribulations and career milestones in their courageous quest to live their dream, a life beyond that of the mundane artist.

This quest which appeals to Savage Life's Ontario residing age 18-34 achievers/strivers (VALS demo-psychographic) will be launched in Windsor Ontario (March 2011) with local performances to be followed by media relations, public relations, record promotional and event marketing initiatives showcasing their talent and performance skills in Toronto (June 2011). The 'beyond the life' campaign will briefly be merged with Producer/Rapper G.A. Perry's "Play G.A." Torontonion campaign in an attempt to cross-promote by utilizing each other's fan-base for a few rap/rock hybrid songs with G.A. Perry and other recognized Torontonion urban music artists and producers. Subsequent to increasing their buzz through these strategic marketing collaborations, Savage Life will thereafter embark upon a North American record promotional, public relations and event marketing tour tentatively titled "Dare to be Lucky". This corporate/government sponsored campaign taking them to proven rock music loving provinces and states as well as territories selected based on Savage Life's geo-demographic specific social media following sourced through Google Analytics research indicating the high volume geographic locations of their growing fan-base. The six month North American tour will be followed by a three month European tour which will directly precede Savage Life's recording of their first album upon their return from Europe.

The presently untitled first album which will be recorded in Winter 2012 will be sent to record labels across the country and in the United States of America in search of the best record label deal for these talented young artists which have performed internationally and are receiving online buzz from their global fan-base and frequent radio air-play on both rock and urban music radio in Canada, the United States as well as Europe. Following the signing of the label contract and the recording of their debut album subsequent to their online releases and collaborative features, the Savage Life album is expected to be in stores in September 2012 amidst the major label push for the album which should commence in May of 2012 to be synchronized with the premiere of a Much Music reality television series titled "Beyond the life". This weekly thirty minute feature will showcase their origins, tribulations, testimonials as well as unfolding local and previously captured international video footage showcasing their rise to fame and entertainment industry success.

The North American and European campaign will not only establish Savage Life's local and international fan-base giving them incredible negotiating power when deciding on the best major record label deal, it will also increase their confidence in knowing that there is a rapidly growing customer base anticipating their album, a fan-base which will easily assist them in getting their debut album to number one within its first week of release.

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