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## **FIREFLIGHT NAMED GOSPEL MUSIC CHANNEL'S FIRST LISTEN UP CAMPAIGN ARTIST**

*Billboard Magazine Touts "Big Breaks for Fireflight" in Feature Story This Week, March 29 Issue*

(Nashville, Tenn.) March 25, 2008—Orlando-based rock band **Fireflight** has been named **Gospel Music Channel's** first **Listen Up** artist of the month, adding to the recent flurry of media activity surrounding the launch of the band's highly-acclaimed sophomore album **Unbreakable**. Throughout April on GMC, fans will experience 360 degrees of access to Fireflight through customized on-air spots, a world premiere of the anticipated "Unbreakable" music video on March 29, plus online exclusive interviews, performances and special features. Other appearances include a performance on the network's weekly series "The Kitchen Sink," and Fireflight will rock its own **Front Row Live** installment of GMC's nightly concert series airing early summer.

Paul E. Butler, Vice President of Business Development for GMC, states, "We're so excited to be launching this campaign with Fireflight, and its label Flicker Records. Fireflight is an emerging artist, with great label support, an active and passionate fan-base, making great records. These are the types of artists we want to support through Listen Up and introduce to our viewers."

Also amplifying Fireflight's profile this week is the **Billboard** magazine feature story titled "**Big Breaks for Fireflight**," on stands now (March 29 issue). The album debuted at No. 10 on *Billboard's* Heatseekers chart and No. 15 on Top Christian Albums, while the title track, which initially debuted in promos for NBC's "Bionic Woman," is No. 23 this week on *Billboard's* Hot Christian Songs chart. The hit also jumps up to No. 5 this week on *R&R's* CHR chart.

Gospel Music Channel ([www.gospelmusicchannel.com](http://www.gospelmusicchannel.com)) is the nation's first and only 24/7 all music television network devoted to the uplifting, inspiring and diverse music that is gospel/Christian music. Gospel Music Channel can be seen in nearly 40 million homes around the country on various cable systems and on DIRECTV. GMC's **Listen Up**— mirrored after successful programs such as VH1's "You Oughta Know" and MTV's "Buzzworthy"— showcases emerging artists extensively across the network's television and on-line platforms, as well as at key industry and network events.

Fireflight debuted nationally with 2006's *The Healing of Harms* (Flicker Records) which delivered two No. 1 rock singles "You Decide" and "Waiting." The band's break-out follow up album *Unbreakable* released March 4 to stellar 5-star reviews and the title track secured the No. 1 spot at Christian rock radio for 4 weeks. Fireflight's music has been featured on NBC's "Bionic Woman," E! Entertainment's "Style Network" and in music-video reels at both *American Eagle* and *Journey's* stores across the country. For more than eight years, Fireflight has remained tireless road warriors on the concert circuit averaging 140 shows a year. Fireflight is: Dawn Michele, lead vocals; Justin Cox, guitar; Glenn Drennen, guitar; Wendy Drennen, bass; and Phee Shorb, drums.

To join Fireflight's new interactive online Unbreakable community, visit [www.iamunbreakable.com](http://www.iamunbreakable.com); and for more information on Fireflight, please visit [www.myspace.com/fireflight](http://www.myspace.com/fireflight), [www.fireflightrock.com](http://www.fireflightrock.com) and GMC's Listen Up page <http://www.gospelmusicchannel.com/ListenUp>.

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For more information, contact:

Print, TV, Talk Radio, contact: Alisha McArthur, 615/261-6330, [alisha.mcarthur@pmgsonybm.com](mailto:alisha.mcarthur@pmgsonybm.com).

Download photos at <http://www.flickerrecords.com/press/Fireflight/Unbreakable/>.