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Carolina Waves Brand Launches to Promote Area Artists

Brand composed of concert series, podcast, radio show, and mixtape - launches June 11th

RALEIGH, N.C., May 22, 2017 – On June 11th, the Carolina Waves brand officially launches with a concert held at Raleigh’s newest venue, Imurj (300 S McDowell St). Carolina Waves, formerly known as 919 Radio, was spearheaded by radio personality, Mir.I.Am of K97.5. The revamped brand consists of a concert series, podcast, radio program, and live stream of music reviews. The concert is one of the bi-annual concerts designed to highlight the best performers in the state.

Carolina Waves came to fruition in order to promote artists in the area - whether they are upcoming, indie, or signed to a label. All music types are welcomed and encouraged. “There are so many talented artists in the area that don’t get airtime, or heard outside of a select audience,” said Mir.I.Am. “Carolina Waves allows artists to get their music out to a larger audience and network with industry professionals.” Following on her statement, Mir.I.Am added, “it is our hope that Carolina Waves will help bring more recognition and opportunities for artists here in NC.”

The June 11th concert will feature performances by Niya Wells, J. Safina, 3AM, Tange Lomax, Will Wildfire and P.A.T. Junior, with special appearances from newcomer, TraVerse, and rapper, Shame. All acts are NC-based. Tickets, which can be purchased on Eventbrite, are \$10 in advance and \$12 at the door. Doors open at 7:30, with performances beginning at 8:30. Mir.I.am will host the concert with K97.5’s “Drive at 5” DJ Wade Banner providing sounds.

“Carolina Waves Radio” is a radio program on K97.5 featuring upcoming NC artists airing from 12-1pm on Sundays. The second Monday of the month will feature “Mic Mondays”, an interactive, open-mic event with industry information sessions, hosted at Imurj Raleigh. On Wednesdays, “Wavy Wednesdays” will air, a Facebook Live stream of reviews of submitted music. The Carolina Waves podcast will feature interviews from artists from a wide genre of music, that may not necessarily play on K97.5.

Carolina Waves will also present a concert series titled “Carolina Queens”, featuring talented women from across North Carolina. Mir.I.Am, alongside Wade Banner, will curate the brand’s mixtape to be released later in June and monthly thereafter. Mir.I.Am will also host “Mir’s Music Mixer and Indie Social”, a quarterly industry networking event with artists, djs, radio personalities, PR professionals, live performances and more.

MEDIA CONTENT:

Ticket Website: CarolinaWavesLaunch.eventbrite.com

Carolina Waves Official Website: <https://www.carolinawaves.com/>

ABOUT CAROLINA WAVES: Carolina Waves, formerly known as 919 Radio, is the new platform to bring attention and exposure to NC artists, launching June 11.

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