

For Immediate Release

**Media Contact:**

Cara O'Bleness

Email: [cara@startupnation.com](mailto:cara@startupnation.com)

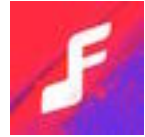
## **FanLabel Partners with iHeart to Send a Winner and Guest to the iHeart Festival in Las Vegas This September**



**Birmingham, Michigan – Aug. 20, 2019** – FanLabel, the app that gives music lovers the ability to act as record executives, is giving one lucky winner and a guest the opportunity to attend the iHeartRadio Music Festival in Las Vegas. The festival takes place at T-Mobile Arena, located at 3780 S Las Vegas Blvd in Las Vegas, on Friday, Sept. 20 and Saturday, Sept. 21.

FanLabel's iHeart Radio Music Festival Challenge is live in the FanLabel app, and now through Tuesday, Aug. 27, you can enter for your chance to win big.

One grand prize winner will receive two round-trip tickets to Las Vegas, including hotel accommodations and two tickets to the iHeart Radio Music Festival for both Friday and Saturday.



“FanLabel is incredibly excited to offer such an amazing prize package to the iHeart Radio Music Festival in partnership with iHeart” Jeff Sloan, FanLabel co-founder and CEO said. “Unique experiences like this not only incentivize gameplay in the FanLabel app, but encourage users to share contests with their friends, leading to more music discovery and creating connections between artists and fans.”

The winner must be based in the Detroit region and must read and accept rules within the FanLabel app before entering the iHeart Radio Music Festival Challenge contest. The grand prize winner will be announced on Friday, Aug. 30.

The 2019 iHeartRadio Music Festival lineup includes Alicia Keys, Camila Cabello, Chance the Rapper, Halsey, Miley Cyrus, Juice WRLD, Maren Morris, Billie Eilish, Old Dominion and more.

#### **About FanLabel:**

FanLabel is a music gamification platform owned in part by the major record labels that enables music fans to enjoy great music and fun contests as they operate their own fantasy record label in the FanLabel app. Players pick the songs they think will rise on the contest charts and shoot for the top spot on the leaderboards. Ultimately, fans become promoters and influencers as they play, discover and promote the songs and artists they've signed to their virtual label.

Fans earn virtual Royalties based on song and artist performance and promotional activity with the goal of climbing the leaderboard. FanLabel monetizes those virtual Royalties in the FanLabel Marketplace, where users can combine Royalties with real cash to purchase artist merchandise, event tickets and more.

***Download FanLabel from the app store [here](#); tune in to the Play the Music podcast [here](#) and stream FanLabel's Spotify playlists [here](#).***