



For Immediate Release

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FanLabel Partners with SMACKSongs to Send a Winner Backstage with Old Dominion This December



Birmingham, Michigan – Nov. 20, 2018– FanLabel, a music gamification platform that enables music fans to create and run their own fantasy record label, is giving one lucky grand-prize winner the opportunity to go backstage with country band Old Dominion.

The grand prize, offered in sponsorship with SMACKSongs, is a once-in-a-lifetime backstage experience for two at Old Dominion's Grand Rapids concert on December 8 at DeltaPlex, located at 2500 Turner Ave NW in Walker. In addition to the best seat in the house, the VIP winner will receive a custom Gold Record Plaque, and a signed acoustic guitar from the band.

To enter, create your own fantasy label in the FanLabel app, and when the Country contest goes live on November 24, choose one of five country songs to add to your label each day that you think will get the most streams according to the industry data tracked daily in the app. The player in the top spot at the end of the week will take home the grand prize! In addition to the grand prize, \$100 cash prize winners will be awarded each day throughout the contest promotion.

FanLabel's last prize-based contest of 2018 runs November 24 through November 30. Play one day or every day for your chance to win!

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](#).