

For Immediate Release

**Media Contact:**

Ryan O'Bleness

Email: [Ryan@fanlabel.com](mailto:Ryan@fanlabel.com)

## **Fantasy Music App FanLabel and MusiCares Team up for COVID-19 Relief**



**Birmingham, Michigan – May 14, 2020** – FanLabel, a brand new fantasy music gamification app that allows users to own and operate their own “fantasy” record label, and MusiCares – the charitable foundation for the Recording Academy® – have teamed up to help provide COVID-19 relief to those affected within the music industry.

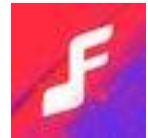
FanLabel has pledged to donate all revenue generated from in-app purchase features during the month of May. These include “Royalties” and “Fantasy Passes” purchases. Royalties act as the game’s virtual currency. Players build up Royalties through free gameplay, which helps the fantasy record labels move up and down the app’s leaderboard, however, users also always have the option of purchasing additional Royalties for an increased gameplay experience. Fantasy Passes are needed to enter FanLabel’s weekly Fantasy Contests, and also allow users to swap out “signed” artists from their labels. Additionally, FanLabel will offer a direct donation button to the MusiCares website both in its app and on its website.

“FanLabel is excited to work with MusiCares and do whatever we can to support our peers in the music industry during these unprecedented times,” Mick Brege, creative director of FanLabel, said. “We encourage all who are able to do so to donate to MusiCares and support their favorite artists.”

MusiCares’ mission is to support the music industry year-round by providing assistance and resources in times of need through various services. With COVID-19 altering the entire music and live events landscape, there is no greater time of need than the present.

### **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 Fantasy Contests and Challenges as they operate their own fantasy record label in the FanLabel app. Players pick the songs and artists 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](#).***

**About MusiCares:**

MusiCares provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly influence the health and welfare of the music community.