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## **Announcing Hot New Music Label Mainstage Records**

*Los Angeles, CA* – A brand-new record label arrives on the national music scene with the launch of Los Angeles-based **Mainstage Records** ([www.mainstagerrecords.com](http://www.mainstagerrecords.com)). Conceived as a label created “by musicians, for musicians,” Mainstage is getting back to basics, with a philosophy that couldn’t be more simple: To bring great music and great shows to musiclovers from Seattle, to Los Angeles, to venues and media across the country.

“Mainstage is proud to be part of a new generation of artist-directed labels,” explains Annette Rivera, Senior VP Operations and Communications. “Too often, the music industry seems more interested in profit margins than liner notes. We want to bridge that gap – to make great music that nevertheless incorporates a strong business sense, aggressive marketing, and an emphasis on branding each and every one of our exciting and highly individual artists.”

At Mainstage the founders want their artists to be fully engaged in the creation of their art, the perfecting of their craft, and the know-how of their business. They believe there is a market for nearly everything, and their artists should know – most of them have been playing other people’s music for decades.



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“Our artists have paid their dues in the trenches,” says Rivera. “They’ve spent a good portion of their careers building their chops in successful cover bands around the West Coast and up into Puget Sound -- and now are finding a venue for their own voices through us.”

From the time they could pick up a guitar, play chopsticks, sing into a hairbrush, or bang a stick, the artists whose work is featured on the first planned releases from Mainstage have joined forces to make each other’s projects come to life. Through the process of working together in bands for years, the original material has ripened to perfection, and now their own work is soon to be ready for general consumption.

The label’s first planned release is an Indie Rock offering entitled *Inevitable*, from newcomer Julie Mains, scheduled for release in late September 2005. For this first album from Mainstage, popular Seattle singer Mains collaborated with some of her closest friends and cover-band mates to conceive the material for her first solo album. Future releases include the debut album from acclaimed bass player Eddy Ferguson, and an album of original guitar pieces from composer and guitarist Ricardo Valenzuela.

For more information about Mainstage Records, please contact Annette Rivera at **(310) 495-0505**, or visit [www.mainstagerecords.com](http://www.mainstagerecords.com). Meanwhile, for background, photos or a media kit, please contact publicist Angela Mitchell at **(904) 982-8043** or [Angela@ParanoidPR.com](mailto:Angela@ParanoidPR.com).

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