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FOR IMMEDIATE RELEASE

MPRESS RECORDS TO HOST OFFICIAL SXSW 2008 PARTY IN SUPPORT OF *NEW ARRIVALS* CHARITY COMPILATION SERIES

New York, NY – MPress Records will host the Second Annual MPressFest at this year's South By Southwest Music Festival in Austin, Texas on Saturday March 15, 2008 to promote their *New Arrivals* Charity Compilation Series and announce the lineup for *New Arrivals: Vol. 3*. **The event will take place at Soho Lounge (217 E. 6th Street in downtown Austin) from noon until 5:30pm and will be open to the public.** MPressFest 2008 is sponsored by Music Dish, OnlineGigs.com, The Musicians Atlas and Powderfinger Promotions. Complimentary drinks and hors d'oeuvres will be served.

The showcase will feature performers whose music can be heard in the *New Arrivals* series, including up and coming artists RGB, Jay Clifford, Amy Speace and Starbucks™ Emerging Artist Mieka Pauley. Notable indie pioneers The Kin and Stephen Kellogg add to the diverse and talented roster, along with Independent Music Award Winner and MPress founder Rachael Sage, joined by her band The Sequins

Like its predecessors, *New Arrivals: Vol. 1 & Vol. 2*, 100% of the proceeds from sales of *New Arrivals: Volume 3* (NAV3) will benefit another worthy organization, [National Eating Disorders Association](http://www.nationaleatingdisorders.org). Sales from *New Arrivals: Volume One* (NAV1) continue to benefit Gulf Coast Hurricane Relief, while *New Arrivals: Volume 2* (NAV2), released in 2007, raises funds for World Hunger Year, founded by Harry Chapin.

A *New Arrivals* tour is planned for Fall 2008 and will feature a rotating line-up of artists from all three releases coming to major U.S. cities including New York, Boston, Chicago, Atlanta, San Francisco and Los Angeles.

For further information, please contact **MPRESS RECORDS:**
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<http://www.mpressrecords.com/sxsw08.html>
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