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## **Independent Musician Puts it All Together BlakeAndrew Launches Website with Community Experience**

Electronic and organic musician launches website to help broadcast his ideas to the world. Independent artist BlakeAndrew will officially launch his website, [www.blakeandrewmusic.com](http://www.blakeandrewmusic.com), to the world 1/1/2009. The website is the main vehicle to promote his music but is also a place where fans can come for a community user experience. Featuring free steaming music and downloads of everything from monthly podcast dj mixes to desktop wallpapers. The ultimate goal of the website is to put together all of the social networking sites BlakeAndrew is a member of into one place, allowing visitors to experience more than just the music, permitting the opportunity to connect with the artist on a multitude of levels and interests.

The site will feature a steaming player with samples of BlakeAndrew's latest tracks and remixes. The homepage will have a "BlakeAndrew News and Updates" box which will give visitors a quick look at instant updates of everything BlakeAndrew is up to; including site updates, blog entries, music releases and "shout-outs." The homepage is also scheduled to include a "shout-box" for visitors to comment on the site and just say hi to BlakeAndrew and fellow users. The most intriguing portion of the site will be the community page, encompassing all of the social networking, bookmarking and music sites available for the user to visit and join.

"Social networks online are a large portion of how people communicate these days," BlakeAndrew states. "The main focus of launching the new site is to bring together all of the social sites I use and communicate with and present them in one area. This allows users to dig deeper and experience the music and environments that influence me the most. Giving them the opportunity to communicate and interact directly; and in some cases instantly and on-demand. The majority of people are already using at least one of the networks, and they will be able to share their experiences with me as well. It's just phenomenal the way we can use technology to interact now with people all over the world."

Well-known networking sites like [MySpace](http://MySpace) will be featured but the site will also concentrate on more focused networks; like music only network [fuzz.com](http://fuzz.com). The community page also features BlakeAndrew's member pages at popular music sites like [last.fm](http://last.fm) and [Pandora](http://Pandora); where a visitor can see what the artist is currently listening to and commenting on. The website will include



specialized apps that allow visitors to instant message BlakeAndrew on-demand. Using MySpace instant messenger, if logged into their account, or the ability to chat through aol instant messenger as a guest, with no need for a screenname.

In addition to community based networking sites, [www.BlakeAndrewMusic.com](http://www.BlakeAndrewMusic.com) will include tons of swag and freebies, such as free MP3s and desktop wallpapers for any visitor that drops by; and special giveaways to members who join a monthly [eNewsletter](#). The site also has a direct link to [twilight frequencies](#), a blog ran by BlakeAndrew dedicated to music and technology reviews.

BlakeAndrew is an independent artist with a knack for promotions just trying to stay ahead of the curve. The days of making it big from a single demo or being discovered by a major record executive in a smoky nightclub may be a thing of the past. Today's musicians need to be able to do much more than just play an instrument, they have to be able to effectively communicate their vision to the world without the help and funding from a major label. In the end, the survival of an artist hopefully still comes from their passion, the support of their fans and down-right good music.

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