



## **mouth : public relations**

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### **WO30 Records, One of the Country's First Non-Profit Organizations Dedicated to Promoting Women Recording Artists Over Thirty Hosts Its Inaugural Fundraising Event, "Rock the Boat"**

(Monday, June 4, 2007, NYC) FOR IMMEDIATE RELEASE—Denise Marsa, Founder and Artistic Director, [WO30 Records](#), one of the country's first non-profit organizations dedicated to promoting female recording artists over thirty years of age, hosts *Rock the Boat*, their first fundraiser on June 14<sup>th</sup> at The Smooth Spot Recording Studio, 454 West 46<sup>th</sup> Street in New York City. *Rock the Boat* kicks off at 6:30pm, and includes performances by Miho Nobuzane, Kate Richards and [Denise Marsa](#). Marsa is the female voice on the #3 hit record Lucky Stars, one of the UK's most popular duets of all time and is also the featured vocalist on the top ten 80's dance sensation Helpless, by The Flirts. As a songwriter she has been published by both Warner Bros. Music, UK and Warner Chappell Music, USA.

The mission of *Rock the Boat* is to raise money to help mature female recording artists sell their music, sponsor grassroots tours for their artists, as well as produce unique interactive listening sessions heard exclusively on the organization's website and pod casts. Their goal is to provide a one stop internet shop for consumers who wish to purchase new music of this category. [WO30 Records](#) also plans to launch SongReach™, a summer educational workshop dedicated to enlightening underprivileged teenage girls through the power of music and songwriting.

Says Marsa, "Whenever I tell people about the project they say, 'Girl it's about time!' The music industry can be brutal to mature evolving women who have historically been treated as outcasts. My

dream is to turn the spotlight around, focusing on talented female recording artists who are rich with life experience. I feel that mature women have a lot to sing about, and we're here to prove all the skeptics wrong."

Tickets for the two hour event- **WO30 Records Inaugural Rock the Boat Fundraiser 2007** are available through **WO30 Record's** website. To celebrate the event's theme, "Rock the Boat" nautical dress is encouraged – and sparkling Italian champagne as well as submarine sandwiches will be served.

[WO30 Records](#) was formed by Denise Marsa in the summer of 2006 when she applied for sponsorship for her 501(c) 3 status from **The Field**, an organization that enables artist members to solicit grants and individual contributions through the use of their non-profit sponsorship program. **WO30 Records** received its first grant in April 2007 from **Open Meadows Foundation, The Patsy Lu Fund for Women's Music Projects**. **Open Meadows Foundation** provides initial seed money for non-profits whose organizations are designed and implemented by women and girls building community power, while supporting diversity within the organization and at the same time promoting racial, social, economic and environmental justice.

For more information about **Rock the Boat**, contact Taiwo Whetstone, Mouth Public Relations at 212-260-7576 or [Taiwo.Whetstone@MouthPublicRelations.com](mailto:Taiwo.Whetstone@MouthPublicRelations.com), or click onto [WO30Records](#).

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