

the {m} media collective **CHRIS SLIGH** update:

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NEW ARTIST OF THE YEAR and SONG OF THE YEAR NOMINEE CHRIS SLIGH TALKS ABOUT HIS CONSUMER – FRIENDLY FALL TOUR WITH AARON SHUST, “THE STIMULUS PACKAGE”

March 13, 2009

*GMA's New Artist of the Year, Song of the Year nominee and the best-selling new solo act of 2008, Chris Sligh has had a great debut year following the release of his critically – acclaimed debut, *RUNNING BACK TO YOU*, and his hit singles “Empty Me” and “Arise.” Now, as he prepares to release two new singles this month (“Something Beautiful” to CHR and “Vessel” to AC on 3/27), the man who also co –wrote Rascal Flatts current hit single, “Here Comes Goodbye,” wants to “give back” during what he knows is a difficult time financially for many.

*Last fall Sligh initiated his “Back To School” tour, with 32 shows throughout August and September, one that became one of, if not *the* most successful new artist headlining tours of the year. With a desire to work directly with his friends at Christian radio, Sligh took it upon himself to reach out to stations across the country to partner with him on the tour. Sponsor stations shared in the expense and any spoils directly with Sligh, something rarely done in the music industry on a regular basis.

This year, Sligh is coming back for the second round of the “Back to School” tour but this time there's a new name - “The Stimulus Package,” and a new angle. We thought we'd let Sligh fill you in himself:

“I am proud to announce that this year, the “Back To School” tour will be featuring Aaron Shust, myself, new artist Rough Draft and a special, to-be-announced opening guest! Last year, we did things a little differently than most tours do...this year, we've taken the spirit of what we did last year and we're taking it a step further. Our goal is to have most of these shows once again directly sponsored by radio stations in order to say thank you for the love they have shown Aaron and me during both of our careers.”

The key aspects of the tour include some great opportunities for fans:

1. The tour is coming with no guarantee. Slight and Shust are taking the risk so that the radio stations don't have to.
2. This tour is an "optional donation" tour. They will ask for \$10 at the door, but to encourage families - and really anyone - to come, it is a “give what and if you can” at the door.
3. As a special opportunity for those who want it, 100-150 tickets will be sold at each show, in the range of \$25-30. These tickets will give the buyer the opportunity to get an exclusive meet and greet with Aaron and Chris, plus a short 3-4 song acoustic show an hour and a half before the show starts. Once the acoustic show/meet & greet is over, the listeners can find the best seat possible before anyone else is allowed into the venue!
4. The tour will also give away t-shirts to the first 500 people to attend each concert. Also included will be a CD of their choice from Aaron or Chris.

FOR MORE TOUR INFORMATION, GO TO:

<http://www.chrissligh.com>
<http://www.myspace.com/chrissligh>

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As Sligh's debut CD, "Running Back to You" became one of the best-selling Christian album on iTunes®, the project that has wowed critics from USA Today to CCMmagazine.com also had the highest debut on Christian SoundScan in it's first week as well. Named as one of Entertainment Weekly's "Best Idol Auditions Ever,"

http://www.ew.com/ew/gallery/0,,20007164_20008532_20174767,00.html), Sligh auditioned for American Idol more or less on a whim. To his surprise, his performance swept him onto a fast track to the final rounds. His willingness to take chances, his ironic wit, and his startlingly powerful vocals embedded him into the popular imagination, while his distinctive blend of talent, humor, confidence, and unpredictability led to an exchange with Simon Cowell that delighted the other judges, host Ryan Seacrest, and much of America.

<http://www.youtube.com/watch?v=D3LHQRTFj8&feature=related>
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<<http://www.youtube.com/watch?v=D3LHQRTFj8&feature=related>>). An official American Idol commentator for Entertainment Weekly online during this past season, Sligh operated on a three week rotating schedule with two other commentators (Jon Peter Lewis and Nadia Turner), and wrote funny and informative commentaries through the lens of his experiences on American Idol.