



For Immediate Release  
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## **NOW ANNOUNCING THE CAMPLIFIED 2010 TOUR With Atlantic Recording Artist Cody Simpson**

*Entering Its Ninth Season On The Road, The Camplified Tour Will Be Playing In Front Of More Than 30,000 Teens And Tweens At Over 30 Different Summer Camps Across The Nation*

**NEW YORK, NY** — Ready to embark on its ninth summer tour, Camplified is set to rock teens and tweens at over 30 camps across the United States, July 5 through August 13. Each tour stop features a host of talented musicians and bands, along with a broad spectrum of some of today's hottest brands and corporate sponsors. The result is a true VIP concert experience, complete with meet and greets, contests, giveaways and more.

The brainchild of music executive Aimee Berger, Camplified originated in 2001 when Berger, frustrated by the lack of finances devoted to artist development within the record industry, created a grassroots marketing effort that could benefit more than just emerging musicians. Berger partnered with Primary Wave Music in 2008 to expand the Camplified experience with corporate sponsors, as well as create a broad digital community at [Camplified.com](http://Camplified.com) where campers, bands and brands are able to interact and stay in touch long after summer camp ends.

The 2010 music schedule for Camplified highlights an array of talented up-and-comers, including new Atlantic recording artist Cody Simpson. With nearly 6 million views on YouTube, Simpson recently released his first single, "iYiYi," featuring Flo Rida. This will be his first public tour. "I am so excited to go on my first-ever tour," enthuses Simpson. "Having the opportunity to perform live is something I've been dreaming about since I first started playing guitar and singing."

But Camplified is so much more than your everyday rock concert. "Camplified represents the rare occasion where brands, musicians and their audiences come together seamlessly and organically," says Larry Mestel, CEO of Primary Wave Music. "We are excited to kick off its ninth season."

Other artists on tap this summer include Thomas Fiss, Josiah Rea, Bascom Hill, Atomic Solace, Rachel Platten and Highbench. Singer-songwriter Thomas Fiss was psyched when he first heard about the Camplified tour. "Every kid should have a healthy dose of music in their life, and if it can be done at summer camp with professional artists, then sign me up!" Fiss exclaims. "The sponsors and activities allow us to be more than a performer for a day. It gives us the chance to be role models and friends to the

campers.” Past Camplified musical acts include Fefe Dobson, 2AM Club, Kicking Daisies, Young and Divine, Skye Sweetnam and Green River Ordinance.

At Camplified tour stops, campers are given the opportunity to both engage with the performers and participate in age-appropriate sponsored activities and contests. This year’s sponsorship roster includes book samplings from Scholastic, Penguin Young Readers and Little, Brown Books. This will be Little, Brown’s second year on tour.

“[*Secrets of My Hollywood Life* author] Jen Calonita will be signing free advance copies of her newest book, *Reality Check*, at select camps,” says Lisa Ickowicz of Little, Brown. “After last year’s successful campaign, we were eager to get involved again. It’s a great opportunity to introduce kids directly to authors in a fun, interactive environment.”

Many of Camplified’s sponsors and brands will also collaborate with the musicians to further bring excitement and camaraderie to the camps. Stardoll.com, new to the tour, offers its over 63 million members a place to express themselves through fashion, and they plan to host a Design Challenge inside the Stardoll Pink Tent where campers can customize t-shirts that will then be judged by the musicians. “Design Challenge winners will be announced on stage during the live performance, getting instant fame throughout the camp and on Stardoll.com,” says Matt Palmer, Executive Vice President and General Manager of Stardoll. “Stardoll and Camplified have a synergistic fit in both demographic reach and entertainment value that we bring to the kids, tweens and teens.” Cartoon Network, Samsung T-Mobile, Epiphone Guitar, EdisonLearning, Juicy Juice and Generation Cures will also be participating throughout the tour.

The Camplified tour continues to grow year after year and will be expanding from the Northeast into the Midwest this summer, hitting a wide variety of both residential and day camps. “Camplified allows campers to have fun and benefit from great music in a safe setting,” says Jason Silberman, Director of Camp Matoaka, in Smithfield, Maine. “Last summer was the first time the program came to Camp Matoaka, and the girls were beyond excited to watch emerging young artists take the stage. What’s more fun than a concert at camp?”

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