



HOLLEY•GUIDRY

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GET CREATIVE - GET WILD – GET THE SHOT

Be In Gecko Music Artist David Bradley’s Soak It Up Video

It’s A Summer Challenge That Includes Great Friends, Great Weather, And Great Music

NASHVILLE, TN—April 5, 2010—Gecko Music artist David Bradley’s “Team Bradley” launched a sizeable “Be In The Video” initiative today in support of Bradley’s new single “Soak It Up.” Specific detail of the promotion is outlined in a separate attachment, which targets fans and media outlets including radio, television, print and online, along with select consumer product outlets.

The song, which proclaims the virtues of summer, is featured on Bradley’s forthcoming CD MOVIN’ ON. “It naturally lends itself toward fun in the sun,” notes Randy Guidry, partner Holley•Guidry. “There’s no better way to experience summer fun than making a video with family or friends and capturing the moment forever.” In short, participants are challenged to creatively utilize the words “Soak It Up” and “David Bradley” along with radio station call letters, DJ names or other outlet ID’s in video footage submitted for possible inclusion in the “Official” “Soak It Up” video. Footage can be as simple as a 10-second “shout-out” or a video utilizing the entire song.

Bradley, a staff songwriter with Wrensong Publishing in Nashville, co-wrote “Soak It Up” with Brady Seals. He is currently a featured guest on tour with Seals for nearly twenty shows across the United States. A “Soak It Up” dance mix has been designed and serviced to clubs.

For additional information regarding David Bradley or the “Be In The Video” promotion, please contact Randy Guidry or Debbie Holley at HOLLEY•GUIDRY, 615-460-9550. Randy Guidry cell: 615-491-5703 / email: randy@holleyguidry.com. Debbie Holley cell: 615-491-5702 / email: debbie@holleyguidry.com.

WEBSITES:

www.davidbradleymusic.com

www.myspace.com/davebradleymusic

www.soakitup.org

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