

Former NFL Pittsburgh Steelers offensive lineman devotes time and musical talents off the field

Connecticut Based BKS Music Group Announces Label Initiatives and New Roster

Aug. 21, 2008 - [PRLog](#) -- New Haven, CT -- Former NFL Pittsburgh Steelers Ulish Booker, III. is embarking on major action off the field and the most important play of his career. August 2008 officially marked the launch of Booker's BKS MUSIC GROUP based in New Haven, CT. BKS Music Group is the birth of a vision the former Pittsburgh Steelers offensive lineman had for several years which had been nurtured from a history of strong family ties and deep rooted appreciation for gospel music.

Ulish Booker, III founded BKS Music Group on principals that artists should be immersed in a professional creative environment, have access to technologically advanced recording tools and equipment, and be privy to out-of-the-box marketing strategies and resources that large labels provide and all complete with family care.

"I've established BKS to create a platform by which many talented and anointed artists can finally have the opportunity to take their ministries and talents to the next level with the necessary tools to accomplish set musical career goals," Booker, III states. "We will also focus on Gospel Quartet," continues Booker, III. "More young people are discovering and becoming fans and buyers of traditional and Quartet music. Our support strategies are to aggressively work with gospel radio to refocus a commitment to provide more airplay of quality quartet music."

Ulish Booker, III serves as CEO and his father Ulish Booker, Jr. takes the reign as President. Ulish Booker, Jr., minister and skilled guitar and bass player, has produced numerous albums over his career on gospel music. He is also currently head of The Department of Evangelism for the Second Ecclesiastical Jurisdiction of Connecticut Church Of God In Christ.

The father and son team have established a power house of gospel artist and inked deals to develop the most gifted and innovative new talents in gospel. BKS Music Group's roster includes Quartet hit makers Doc McKenzie and the Hi-lites, Perry "Baby" Taft and Robert Holland; and Connecticut's dynamic Kergyma Community Choir. Contemporary songwriter Dobbie Powell will debut his national release as will Billy "Church Boy" Powell - up and coming urban gospel artist and noted drummer. New projects on these artists will begin to roll out first quarter of 2009.

The BKS Music Group understands the evolving music business and will embark on a powerful program of innovative marketing and promotions. BKS has garnered the marketing and promotions expertise of Benita Bellamy of The Bellamy Group to lead and develop the labels marketing team. Bellamy, who was recently voted The 2008 GAG-GMWA Radio Promoter of the Year, has contributed to the gospel music successes of many including The Blind Boys of Alabama, Smokie Norful, Donald Lawrence and the Tri-City Singers,

CeCe Winans, Bishop T.D. Jakes, Judith McAllister, Darwin Hobbs, Coko, Youthful Praise, Zie'l, and Wess Morgan.

Booker, III says that having a successful label in the ever changing music industry comes down to having a strategic vision, incorporating state-of-the-art technology, and working with relevance and good common sense. And of course producing great gospel music! "I feel that having a team of people around you that all have the same common goals is a great combination for success," he states. "I have battled on the field against 300+ pound men, but God is on BKS's team and will guide me to run a thriving record label. How many exec's can say the same?" he adds.

To receive a free "Gospel Summer Sampler" CD of the upcoming BKS Music hits, send an email to: thebellamygroup@hotmail.com with "FREE SUMMER SAMPLER" in the subject line. Include your name and full mailing address. Allow 2-4 weeks for delivery. One per mailing address - while supplies last.

For more information on BKS Music Group log on to: www.bksmusicgroup.com

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Ulish Booker, III, who began his football career in West Haven, Connecticut, playing for West Haven High School went on to play college football for Michigan State University, and he was signed as an undrafted free agent by the Atlanta Falcons in 2003. Booker was signed by the Pittsburgh Steelers in 2005 and allocated to NFL Europe where he was a starter for the Amsterdam Admirals. Booker won offensive MVP honors and claimed victory in the 2005 NFL Europe World Bowl XIII. That same season, Booker returned to the Pittsburgh Steelers as a member of the practice squad of the Super Bowl XL winning team. Booker added his name to a list of only five players to win World Bowl and Super Bowl rings in the same season.

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The BKS MUSIC GROUP located in New Haven, CT is a record label devoted to developing and marketing quality, powerful gospel and christian music.

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