



PUBLIC RELATIONS

vitaminwater, New Era, Technics, NUVO and Propellerhead all join Mizfitz Soundz for #MizfitzMondayz

vitaminwater, New Era, Technics, NUVO and Propellerhead join hip hop producers Mizfitz Soundz to fuse music and lifestyle brands together for a social media marketing campaign

WASHINGTON - June 3, 2013 - [PRLog](#) -- Monday June 3rd, 2013 (Washington, DC) - ASCAP hip hop producers, Mizfitz Soundz, have aligned with popular brands such as Glacéau vitaminwater, New Era, NUVO, Propellerhead and Panasonic Technics headphones, to promote their imminent four part video social media campaign. These rare short video blogs directed by Philon (Oprah's Son Production) and Syranno (illustrious Symphony Media Group) will document the producers as they work on music for current mainstream artist such as Joe Budden (E1/Shady Aftermath Records), Courtney Noelle Feat Juicy J (Taylor Gang Records), Kirko Bangz (Warner Bros. Records) and more. Seeking to fuse music and lifestyle brands together, Mizfitz Soundz, have partnered with some of their favorite brands to individually highlight during their studio creative process. Using social media as an interactive tool to support each video release the official social media hashtag #MizfitzMondayz will be in use. The videos will receive a virtual release every Monday, during the month of June in cohesion with African-American Music Appreciation Month (an observance proclaimed by President Barack Obama in June 2011 under the Constitution and laws of the United States). Ultimately, viewers will have the opportunity to see the creation of a music single, hear exclusive songs, and witness the Mizfitz Soundz studio lifestyle.

About Mizfitz Soundz

Quickly becoming the premiere music production team in Baltimore City, Mizfitz Soundz, is riding high into a celebratory year. This three man production team has produced the musical score for the hit film *Step Off* (Lionsgate) and produced two singles on Rick Ross' Maybach Music Group latest projects. Having semi-success individually, the men officially formed Mizfitz Soundz in 2008 due to their individual unique producing styles and passion for music. After a yearlong stretch of producing tracks for local and national indie artist, Mizfitz Soundz saw their first taste of mainstream success when they produced a track for former Def Jam recording artist Joe Budden. They soon followed up by producing tracks for other mainstream recording artist and caught the attention of Sony Records A&R, Jennifer Goldfarb, who compared the production team to hip hop super producers The Neptunes because of their raw and complex sound. Over the next two years, Mizfitz Soundz went on to produce tracks for 50 Cent, Dipset, Jadakiss, and T-mills. They also received their first movie credit when they produced the musical score for the film *Step Off* (Lionsgate.) Using their determination and overall love for music, Mizfitz Soundz has transitioned their passion into a career. Currently, working on projects for several mainstream artist, that vital piece that has been missing from music will find its place with every hit that Mizfitz Soundz produces.

About Propellerhead Software

Formed in 1994, Propellerhead Software is a privately owned company based in Stockholm, Sweden. Renowned for its musician-centric approach, Propellerhead has created some of the world's most innovative music software applications, interfaces and technology standards. Musicians, producers and the media have praised Reason, ReCycle and ReBirth applications for being inspiring, great sounding and of superior

quality. Technologies such as ReWire and the REX file format are de-facto industry standards, implemented in all major music software. Today, Propellerhead's products are used all over the world by hundreds of thousands of professionals and enthusiasts for all kinds of music making.

About NUVO© Sparkling Liqueur

NUVO© Sparkling Liqueur is a lifestyle choice for trendy individuals. Much more than your average spirit, NUVO is the ultimate accessory for any get-together. Made with premium French vodka and a touch of delicate sparkling white wine and infused with passion fruit nectar, NUVO will dazzle your taste buds and delight your palette. NUVO Sparkling Liqueur comes housed in a gorgeous, perfume-like bottle that adds flare and décor to any event. NUVO is available in three sizes - 200ml, 375ml, and 750ml at liquor stores & online. Experience NUVO over ice, or use it to mix up a variety of delicious signature cocktails. The possibilities are endless. Please drink responsibly.

About New Era Cap Company Inc.™

New Era is an international lifestyle brand with an authentic sports heritage that dates back over 90 years. Best known for being the official on-field cap for Major League Baseball, New Era is the brand of choice not only for its headwear collection, but also for its accessories and apparel lines for men, women and youth. The brand is worn as a symbol of self-expression by athletes, artists and some of the most interesting people around the globe. New Era encourages people to "FLY YOUR OWN FLAG™" - to truly express their personal style and individuality through its products. The Company is headquartered in Buffalo, N.Y. and operates facilities in Canada, Europe, Brazil, Japan and Hong Kong. For more information, visit www.neweracap.com.

About Glacéau vitaminwater®

Glacéau vitaminwater® was acquired by the Coca-Cola Company in May 2007 and launched in GB in May 2008. Glacéau vitaminwater® is specially formulated to help people on-the-go get more of the vitamins, minerals and refreshment they need to get through the day. It all started in 1996, the year Ebay® first appeared; Prince Charles and Diana, Princess of Wales, got divorced; England hosted Euro '96 and Germany won. Meanwhile, in New York City, an adventurer, gadabout and humble genius named J. Darius Bikoff was being pummeled by the one-two punch of raging thirst. Heading to a yoga class, Bikoff was feeling run-down and gobbled a vitamin C wafer and chased it with a swig of water. The combination of flavour and vitamins inspired Bikoff to develop and launch Glacéau vitaminwater®, enhanced water that contains valuable vitamins and minerals.

About Panasonic Technics Headphones

A true legend can never die. Commemorating 40 years since the launch of the SL-1200, the Technics Pro DJ headphones now return to the world in all their original glory. These iconic headphones were created in Japan by the Technics engineering team, with state-of-the-art craftsmanship and outstanding sound performance. The designs were lovingly inspired by the SL-1200 turntable slip mat and strobe. The snug fit for noise isolation, comfortable extra padding and rugged durability were precisely developed for extended wear at a time, night after night. These superior quality headphones continue to be made in Japan today.

#MizfitzMondayz Presented by: Propellerhead (Pt.1) <http://youtu.be/rdFMePQ5oWw>

Mizfitz Soundz Media Contact: All Media Inquiries can be directed to Arthur "Armani" Worrell (W. Public Relations) at Armaniw@worrellpr.com

--- End ---

Source W. Public Relations
City/Town Washington
State/Province District of Columbia
Country United States
Industry [Entertainment](#), [Music](#)
Tags [Mizfitz Soundz](#), [Vitaminwater](#), [Nuvo](#), [New Era](#), [Propellerhead](#)
Link <https://prlog.org/12149046>



Scan this QR Code with your SmartPhone to-

- * Read this news online
- * Contact author
- * Bookmark or share online