

CDA Promotions Nashville

Publicity & Marketing

For Immediate Release:

NASHVILLE, TN (March 24, 2009) – River Run Records has signed a distribution deal with Proper Music Distribution - the largest independent distributor in the U.K. The first CD issued under the agreement is Charlie Allen's critically-acclaimed CD, *That Was Then, This Is Now*, slated for release on April 20.

"We targeted the best independent in the business for our client. Proper is indeed the best partner for River Run Records to maximize and monetize the label's efforts," states **Preston Sullivan**, Managing Partner of **Global Eyes Entertainment** of Nashville, who along with partner, **Ramona E. Simmons** brokered the agreement on behalf of River Run Records.

The Proper Music Distribution release of *That Was Then, This Is Now* will be supported by a series of strategic marketing and advertising plans created and implemented by **GEE** - which includes the release of the single, "**Good Time Charlie's Got The Blues**" (a cover of the Danny O'Keefe classic), to be included on the **April Hotdisc** radio compilation CD and a single/album campaign through **CMR Nashville**, Europe's #1 Internet radio station.



Allen has recently raised his profile considerably in the European market. In January, his single "**Proof**" went to #1 for 3 weeks in a row on the Hotdisc "Independent Top 20" chart and #3 on their "Top 40" radio charts, respectively. Coinciding with this success, Allen and label head, **Diane Delena**, along with Sullivan undertook a two week promotional tour of Europe, which included a press conference at **MIDEM** in Cannes, France, and an invitation-only acoustic performance showcase at the **Gibson Guitar Studio in London** where Allen wowed a gathering of music VIP's.

"Proper has close relationships with the key national chains such as HMV, Virgin and Borders...exactly where we can reap the fruits of our labor," says **River Run President, Diane Delena**. *"We believe that Proper is a company where we will achieve our goals to further establish Charlie's fan base across Europe."*

"We are in a unique position to offer the service and relationship you expect from an indie whilst benefiting from major levels of market access," states **Drew Hill, General Manager, Proper**

Music Distribution. *"We are excited to welcome River Run Records and Charlie Allen to our roster of label partners and artists."*

Allen's CD won high praise from critics upon its U.S. release, with accolades from **Robert K. Oermann** of *Music Row*, *Country Stars Online*, *Roughstock*, *the Nashville Music Guide*, *Maverick*, *Music News Nashville*, *Country Music People* and others.

About Charlie Allen:

Allen hails from Bristol, the east Tennessee town credited with being the birthplace of modern Country music. (It was there that Ralph Peer first recorded The Carter Family, Jimmie Rodgers and others, creating what is now referred to as "The Big Bang" of Country). Allen has been performing since childhood. At age 7, he was singing onstage at **Panther Hall in Ft. Worth, TX.**, and appearing in concert with iconic artists such as **Hank Williams, Jr.**, **Waylon Jennings**, **Loretta Lynn** and **Jerry Lee Lewis**, among others. From those auspicious beginnings, Allen has built a career full of highlights, and he has made many fans and believers along the way.

For more information, contact Global Eyes Entertainment at 615.391.4587 or via e-mail preston@prestonsullivan.net or ramona@globaleyeyesentertainment.com.

For more about Charlie Allen and River Run Records, visit their websites at: <http://www.MySpace.com/charlieallenmusic> and <http://www.riverrunrecords.com>.



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