

Claudia Caballero

Role - PR professionals representing Apple Music

Goal - Raise awareness of the event to sell as many tickets as possible. Build brand equity and distinguish Apple Music from other competitors.



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Apple Music's Music Mash-Up event to be held in downtown Orlando

ORLANDO, Fla. (March 12, 2021) — Apple Music announced today it will host a weeklong music festival in downtown Orlando. The event will take place from March 15 to March 21 at Lake Eola Park. The concert lineup consists of artists from a variety of genres, including Khalid, Drake, Florida Georgia Line, Ariana Grande, The Weeknd, Major Lazer, Justin Bieber and more.

Music Mash-Up has distributed over 10,000 tickets with more expected to follow. With the event pulling this large crowd, Apple Music commits to following strict COVID-19 safety protocols. The event has implemented socially distanced cubes, regulatory mask use, and over 100 hand sanitizing stations dispersed throughout the venue. Apple Music's employees will regularly monitor and disinfect high traffic areas.

"We want music lovers to have fun without having to worry about unnecessary contact," says Min Tracey, director of the event. "I know many people are becoming stir-crazy in their houses

and they're ready to get out and enjoy live performances once again. We are beyond excited to partner with the city of Orlando to host an event such as this."

Fans are not the only ones that are excited about Music Mash-Up. "I'm looking forward to the foot traffic!" says Chin Ripley, owner of the restaurant Swisha, located five minutes away from the venue. Many small businesses expect to see an increase in customers resulting from the event. "At the end of the day, I'm just happy to see Orlando alive and thriving once again."

The lineup features the top artists of Apple Music of 2020. For the full setlist, please visit **music.apple.com/MusicMashUp/setlist**. To purchase tickets, please visit **music.apple.com/MusicMashUp/tickets**.

With the launch of iTunes in 2001, Apple has been a forefront leader in digital music. In 2015, Apple launched Apple Music, a music streaming service that serves nearly 100 million users annually. Apple Music has over 60 million songs, thousands of playlists, and daily curated selections from the best music experts. With over 5,000 employees, Apple Music is dedicated to opening the digital gateways of the future of music.

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