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## **Hear It First Declares October as ROCKTOBER... A Month Dedicated to ROCK!**

***Guitar Praise Video Game and Expansion Pack lead the month long promotion of 13 Bands in 31 Days with Contest, Artist Video, Downloads and Features as well as special discounts on key releases.***

Oct. 7, 2009 – Nashville, TN – FrontGate Media and the definitive online destination for Christian music, HearItFirst.com, have launched their ROCKTOBER Promotion at HearItFirst.com and [HearItFirst.com/Rocktober](http://HearItFirst.com/Rocktober). The promotion, sponsored by Digital Praise's Guitar Praise Video Game and Expansion Pack, highlights 13 artists and bands from the ROCK genre with videos, exclusive downloads and features throughout the Hear It First site, all month long during October. Fans will also be able to enter to win the Guitar Praise video game with Expansion Pack, a \$100 Amazon MP3 Download gift card and with copies of each band's latest album and t-shirt.

"We're very excited to bring fans the opportunity to win the amazing video game Guitar Praise and Expansion Pack that allows people to play along with some of their favorite Christian music, along with the other great music, video and exclusive downloads from 13 great artists and bands in 31 days. Hear It First remains committed to bringing great music from all genres to fans and a month dedicated to ROCK and the ROCKTOBER promotion is proof we deliver," said Mark Adkison, President & Founder of Hear It First.

Driving this experience of great music throughout the month are the 13 amazing artists and bands celebrating a myriad of styles within the rock genre: legendary rockers STRYPER, Thousand Foot Krutch, Pillar, Manic Drive, Unhindered, Me In Motion, Jimmie Bratcher, Canopy Red, Satellites and Sirens, SONSOFDAY, Dreampilots, Two Cent Offering and The Letter Black. Each artist is featured on the site's Home Page and ROCK Page along with exclusive videos and downloads to help fans experience this music and draw the bands closer to fans.

The promotion runs throughout the month of October. Be sure to check out all the great bands featured in the promotion at <http://www.HearItFirst.com/Rocktober>.

### **[About HearItFirst.com](#)**

HearItFirst.com is the best in class, definitive online destination for the Christian music fan. Filled with rich content covering the entire Christian music industry, HIF boasts a membership of over 201,000 registered users, and hosts an array of features on the site, including Exclusive Content Rich Media – videos, photos & audio streams, Genre Sections, Artist Pages, News, New Releases, Store, Tour Information, Community and Blogs. HearItFirst.com is THE destination for Christian music enthusiasts to connect within a fan community to enjoy the newest and most exclusive content and information about their favorite artists.

### **[About FrontGate Media:](#)**

FrontGate Media is the largest pop culture media group reaching the faith and family audience with 15 million email subscribers, 25 million monthly page views, 600,000+ at events and in 45 million television households. The firm serves as both conduit and coach for brands and companies desiring to reach any and every demographic of faith-based consumers through promotional campaigns through its media group. FrontGate also provides social networking and public relations services. The company has been honored by World Vision as their #1 emedia partner, and plays a key role in the success of record labels and artists, publishers and authors, movie studios, non-profit organizations and more seeking “creative & emerging media” outlets. The company was recently featured in *Adweek* as an authority on the “Role Of Religion In Modern Consumer Culture.”

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