



FOR IMMEDIATE RELEASE
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NEWRELEASETUESDAY.COM ANNOUNCES PARTNERSHIP WITH WESTAR MEDIA GROUP TO DISTRIBUTE "NEW MUSIC RADIO UPDATES"

Over 70 New Stations Sign Up In First Week

BOISE, ID – NewReleaseTuesday.com (NRT), a Christian music, social and entertainment mega-site and part of the FrontGate Media Group, is pleased to announce a partnership with Westar Media Group which will represent NRT's "New Music Update" to radio stations world-wide. Westar's marketing launch began Monday, January 25, 2010 and over 70 new affiliates were added out of the gate.

Since 2006, NRT has been producing a free weekly "New Music Update" radio program that stations and online broadcasts can air. Professionally produced by Bill Lurwick, these one and two minute programs give listeners a quick introduction to what's new each week in Christian music and feature song previews and exclusive artist interviews. Lurwick is a radio industry veteran, having been in radio since 1989 and is currently heard on KJIL in Dodge City, KS,

Westar Media Group is a full service radio marketing agency representing popular nationally syndicated short features and long form programming like "20 The Countdown Magazine" hosted by Jon Rivers (690 stations); "Lamplighter Theatre," a children's weekly drama (540 stations) and "Home School Heartbeat" (910 stations) among many others. Westar is celebrating its 15th anniversary this month.

"This partnership with New Release Tuesday and Westar Media Group is a perfect match," says Dave Koch, president of Westar Media Group. "Kevin McNeese and Bill Lurwick have produced an exceptional program that every Christian music radio station should consider. We are honored to represent NRT's 'New Music Update' to Christian radio."

"I'm thrilled that Westar Media Group has caught our vision of expanding the reach of the 'New Music Update'," states NRT founder Kevin McNeese. "It's a unique program that I believe stations and listeners will strongly respond to and we're blessed to have the experience of the Westar team moving forward."

Bill Lurwick says "Partnering with our friends at Westar Media Group is the culmination of our vision to bring listeners the latest and greatest new music each

week. We can't wait to see how God will use this avenue to further His Kingdom. I am humbled by this opportunity."

The New Music Updates are produced weekly in two formats--INSPO/AC and CHR/ROCK, each in :60 and 2:00 versions--and are available free for any radio or online station. Demos and a sign up form can be found at www.westarprogramsonline.com/demo/newmusicupdate.

<http://www.NewReleaseTuesday.com> was launched in August of 2002 and offers the most complete and up-to-date listing of upcoming releases online, exclusive artist interviews, commentary from a variety of columnists, weekly New Christian Music PodCasts and the latest in Christian music news. It is also the home to the NRTeam, an online music community that maintains one of the largest online databases of Christian artist profiles, album reviews and song lyrics. NewReleaseTuesday is part of FrontGate Media: the #1 pop-culture media group in Christendom.

Westar Media Group is a full service radio marketing agency representing Christian ministries. Since 1995, Westar has launched hundreds of award-winning radio specials, short radio features and long-form programming for thousands of stations worldwide. Westar Media Group is the parent company to CRW Radio Advisor and CRW Radio Promotions. Email info@westarmedialogroup.com for more information.

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For more information on NewReleaseTuesday.com or the New Music Updates, please contact:

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