

For Immediate Release

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Five of Five Music Entertainment Partners with LA-based Monroe

The way in which musicians forge a career in the music industry has radically transformed in recent years. Whether it's the fact that major record labels can no longer afford to invest in developing artists, a rampant prevalence of music piracy, or constantly growing need for social media, there is no argument that successful musicians have to be just as business savvy as they are musically creative.

Spring boarding from this idea of commercial and creative expertise, *Five of Five Music Entertainment*, a student-run, faculty-advised entertainment company operating from California State University, Northridge, has partnered with Monroe, a Los Angeles based rock group that implements hip hop and funk vibes into their very exciting performance. *Five of Five* picked Monroe out of over 70 submissions, believing their musical confidence and thirst for growth and success through learning will prove to be a grand success. Monroe's guitarist, Lawrence Carol comments, "we have the music part under control, now we just need [Five of Five] to learn what we need to grow."

What lies ahead for *Five of Five* and Monroe? No strangers to the studio, Monroe will begin by recording a short EP for release after the New Year. From there, a press kit will be produced to cater towards publicizing Monroe to radio, TV, and print publicity. And to cap it all off, *Five of Five* will be booking a tour around California to expose the band to arenas outside of Los Angeles.

To follow the progress of Monroe and *Five of Five*, please visit their websites: <http://monroeband.com/site> and www.musicindustrystudies.com

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