

Road Crew Magazine

Music Magazine with News, Reviews, Photos and Video

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January 2010, Rock News

'Rock City Club' To Discover Rock 'Stars of Tomorrow' with Michael Jackson's Comeback Partner

By Becca Wed, Jan 13, 2010



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Rockrena LLC, the company that is building 'Rock City' entertainment facilities in Las Vegas and around the globe, today announced the launch of the **Rock City Club** as a unique way for undiscovered artists and rock bands to compete for performance contracts at 'Rock City', and to be exposed to promoters, record labels, industry veterans and fans.

All rock artists and bands that join the Rock City Club will be submitting their music to our "E-Promoter®" team of experts, and their video will be posted on the Rock City Club website. The "E-Promoter®" team will select from all video submissions those artists and bands that will then be invited to Las Vegas to audition live in front of a panel of legendary music icons, music industry executives, and 'Star Dealmakers' with the goal of securing a performance contract to perform in **Rock City** projects in Las Vegas and around the globe.

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In addition, the Rock City Club "E-Promoter®" team affords every rock artist and band joining the Rock City Club an opportunity not found elsewhere. Their music will be critiqued and their talent and marketability assessed. The Rock City Club "E-Promoter®" team will then promote selected artists and bands that they feel have what it takes to be successful in the highly competitive music industry. Rock City Club "E-Promoter®" programs opens doors to industry professionals, agents, promoters, managers, Indie Labels, and Major Record Labels.



The **Rock City Club** website gets artists and bands music heard by our "super connected" team of industry professionals and fans across the globe. The Rock City Club mission is to give every one of our members a shot at a performance, recording, management or promotion contract... with many of the club member rock artists and bands making it all the way to Las Vegas to perform in front of music industry powerbrokers. Rock City Club will discover the 'stars of tomorrow today' through the Rock City Club.



The Rock City Club was developed by a team of industry experts including Brian Silver, Ofek Hayon and the President and CEO of ROCKRENA **Jack Wishna**, a leading entrepreneur credited with conceiving and creating some of the most successful and media intense deals in history, including:

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- Convinced Michael Jackson to **return to America** after 18 months in exile, moved him back, and worked with him for seven months to create the 'biggest comeback in the history of entertainment'. The 'Rock City' project for the Las Vegas 'strip' was to feature Michael Jackson, and for Jackson and Wishna to present other superstar talent alongside discovered 'stars of tomorrow'. Rockrena and the Rock City Club are now building on this collaboration of Michael Jackson and Jack Wishna.



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- Created **Wayne Newton's** contract with The Stardust Resort & Casino, which at \$250 million dollars was the largest entertainment contract in Las Vegas history. Wishna is known as the creator of the 'headliner in residence' that started with Wayne Newton, and was duplicated by Celine Dion, Danny Gans, Elton John, Garth Brooks and Barry Manilow.



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- Brought Donald J. Trump to Las Vegas in a high-profile celebrity deal creating the **Trump International Hotel & Towers**. The Trump International now stands as the tallest super-luxury residential structure on the Las Vegas Strip with combined sales exceeding \$1.3 billion. In addition to Donald J. Trump, Wishna brought international attention to this project through Wishna's connections to such celebrities as Britney Spears, Michael Flatley, and Michael Jackson.

- Created 'Rock City' as part of Rockrena, a global reaching entertainment company. 'Rock City' is designed to bring the ultimate music experience to the marketplace through multiple projects that will be developed and operated around the globe. Each project will use rock music's living legends as anchor acts working alongside the 'stars of tomorrow', who are identified through Rock City Club's worldwide search to discover and promote the best 'new talent' on the planet.

ALSO IN THIS SECTION

- DEATH ON TWO WHEELS Songs Featured In World Premier of THE VIOLENT KIND At Sundance 2010
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- Before Their Eyes Launch New MySpace Layout With Two Brand New Songs
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- JOE SATRIANI: I Just Wanna Rock DVD Trailer & Sweepstakes!
- THE LAST VEGAS RELEASE A RED VINYL VERSION OF THEIR ALBUM, WHATEVER GETS YOU OFF
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- Legendary Drummer MARKY RAMONE Rocks New England
- ANVIL CONCERT TOUR "ALL ABOUT THE MUSIC" TO CONTINUE POUNDING AFTER CRITIC'S CHOICE AWARDS
- Universal Music Group (UMG) Partners With Free All Music to Offer Free Legal Downloads
- THREE DAYS GRACE ANNOUNCE ADDITIONAL DATES FOR US CO-HEADLINE TOUR WITH BREAKING BENJAMIN AND SPECIAL GUEST FLYLEAF
- Nickelback Announces Spring Dates Of Dark Horse Tour 2010 With SHINEDOWN, BREAKING BENJAMIN, AND SICK PUPPIES
- JOE SATRIANI SET TO RELEASE NEW LIVE CD & DVD COLLECTION
- rise Records Announces Launch Of Free iPhone App

By *Becca*



"Music, once admitted to the soul, becomes a sort of spirit, and never dies." ~Edward George Bulwer-Lytton

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