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GAP Chooses Ballestrini

Posted By [David M Ross](#) On August 20, 2009 @ 10:04 am In [Artist](#), [Featured](#), [Label](#) | [No Comments](#)



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Veronica Ballestrini (photo: Glenn Sweitzer)

[Veronica Ballestrini](#),^[2] recently profiled in a *New York Times* article about Country's new faces has been chosen for an in-store concert by GAP as part of the company's *Born To Fit* series. The young singer/songwriter who has been making a name for herself online (No. 70 on *MusicRow* Twitter chart), will perform at the Waterbury, Connecticut GAP store on Aug. 20. The event will also signify the release of her new CD *What I'm All About*. The single, "Amazing," from that collection has been climbing for six weeks on *MusicRow's* Country Breakout chart.

"I'm incredibly honored to be chosen by the GAP for this special event," said Veronica. "I've already got a brand new pair of cool 1969 GAP jeans that I'll be wearing for the show and can't wait to play in them!"



[3] Currently Ballestrini is on the road touring radio stations and performing. Online has been an integral part in her development. With over 130,000 [MySpace](#) [4] friends and 12 million plays of her music, it is clear that acquiring fans through social networking has been her core strategy. Ballestrini's spends about four hours a day answering fan messages. "Every message I get, I answer myself," she says. Her video is also getting unusually high demand for an indie artist on CMT.com.

Autographed copies of *What I'm All About* are being offered for \$10.99 on veronicaballestrini.net as well as merchandise, a special CD/DVD limited edition bonus package and customized autographed photos.

"My first goal was just to get to Nashville and record an album," she told *MusicRow* during a recent visit. "Now that I've accomplished that, I want that music to get heard by as many people as possible. I've had so many people tell me that my music has helped them out or helped them to achieve their own goals, so it means a lot to me to be able to affect someone's life like that."



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[1] Image: <http://www.musicrow.com/wp-content/uploads/2009/08/ballestrin250.jpg>

[2] **Veronica Ballestrini**: <http://veronicaballestrini.net>

[3] Image: <http://www.musicrow.com/wp-content/uploads/2009/08/PHOTO3.JPG>

[4] MySpace: <http://www.myspace.com/veronicaballestrini>

[5] Image: <http://twitter.com>

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[6] Image: <http://www.facebook.com/share.php?u=http://www.musicrow.com/2009/08/gap-chooses-ballestrini/&t=GAP+Chooses+Ballestrini>

[7] Image: <http://www.myspace.com/Modules/PostTo/Pages/?l=3&u=http://www.musicrow.com/2009/08/gap-chooses-ballestrini/&t=GAP+Chooses+Ballestrini&c=%3Cp%3EPowered+by+%3Ca+href%3D%22http%3A%2F%2Frichardxthripp.thripp.com%2Ftweet-this%22%3ETweet+This%3C%2Fa%3E%3C%2Fp%3E>

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