

## Meet Country Singer Veronica Ballestrini

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Singer/songwriter **Veronica Ballestrini** is making big noise and firing up message boards on community and country music Internet sites worldwide with her new song "Amazing."

Originally from Waterford, CT, young independent recording artist, **Veronica Ballestrini**, has found her place on the Internet to successfully launch her music career. Just a few short months ago, Veronica introduced her new music to her community of friends and fans on MySpace and Facebook. Since then, she's met with a warm and overwhelming welcome—ranking by the numbers with country music fans and social network audiences. Her personal MySpace page views have soared to more than 8 million, with a daily average song play of 12,000, and to date, Veronica's enjoyed nearly 12 Million song plays total.

Keeping pace with the demand, Veronica is set to officially introduce her new single "Amazing" (written by Ballestrini) to country radio.

Veronica shot the corresponding music video and it's already garnered the attention of the national television programmers. Country Music Television (CMT) is one of the first to applaud Veronica's talents and champion her music. She was immediately welcomed to the CMT.com community with World Premiere presentation of her video "Amazing" and the video was also added into medium rotation on CMT Pure. Veronica's "Amazing" debuted at No. 6 in the fan-voted "12 Pack Countdown," (charting above Taylor Swift's new video "You Belong With Me") and has held the position for two consecutive weeks. Ballestrini was also featured in CMT.com's May 8 e-mail newsletter along with Julianne Hough and Reba. Her appearance on the CMT.com page over the past two weeks has encouraged a member count of nearly 300 (positioning her to compete with Swift and Carrie Underwood's numbers who've both been on CMT.com since January.)

Music industry executives and peers have taken a stand to support Veronica Ballestrini. She is the featured artist in the 2009 Digital Rodeo CMA Fest Contest and is one of the most in-demand artists on DigitalRodeo.com. Veronica has also made special cameo appearances in music videos from Katie Armiger ("Trail Of Lies"/Cold River Records) and Matt Gary ("The Day's You Live For"/17 Music Entertainment). She has an endorsement with InTune Guitar Picks (InTuneGP).

Veronica has just completed her debut CD, **What I'm All About** (produced by Cliff Downs—Whiskey Falls/Ashley Gearing) which highlights Ballestrini as a songwriter. The project also contains cuts by Gary Burr, Victoria Shaw and Downs. **What I'm All About** is scheduled for a mid-summer 2009 digital release.

Veronica is engrossed in her third week of an aggressive 10-week radio tour to celebrate the release of her single. The tour takes her through the New England states and throughout the Midwest. The radio promotion is being spearheaded by Jerry Duncan Promotions, Nashville, TN.

**Veronica Ballestrini** is a new media age recording artist who's been recognized and introduced to the masses by her fans. Attracting music lovers from all walks of life, young and old, Veronica's music has undeniable, multi-genre appeal on the Web and the radio. Regardless of where listeners hear Veronica Ballestrini, the staggering numbers are 100% proof that she has a connection with music fans and her music is created for the fans, by the fans and because of the fans.

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