

Media Mayhem Joins World Music Artist Nassiri for Unprecedented Love Sees No Color Campaign



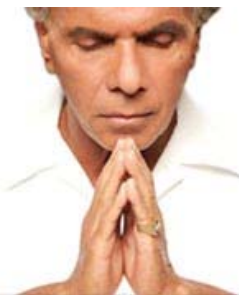
Released on: August 8, 2008, 5:26 am

Press Release Author: [Media Mayhem Corporation](#)

Industry: [Media](#)

Press Release Summary: Media Mayhem Corporation (MMC) in conjunction with Nassiri Music announces their partnership for a campaign that is set to cross cultural thresholds and help spread the message of peace and love around the world starting August 11th and running through October 1st.

The project Love Sees No Color, is the brainchild of renowned music artist, philanthropist, and peace activist Nassiri, who is releasing the album "Love Sees No Color – World Peace Collection" on September 16th.



Press Release Body: Los Angeles, CA, United States, 08/08/2008 – **Media Mayhem Corporation (MMC)** in conjunction with **Nassiri Music** announces their partnership for a campaign that is set to cross cultural thresholds and help spread the message of peace and love around the world starting **August 11th and running through October 1st.**

The project **Love Sees No Color**, is the brainchild of renowned music artist, philanthropist, and peace activist **Nassiri**, who is releasing the album **"Love Sees No Color – World Peace Collection"** on September 16th.

The record was recorded during Nassiri's world tour that saw the artist performing in over 18 countries, sung by thousands of children in fifteen different languages, and features Eleven other tracks on the CD that were recorded in the artist's home town of Las Vegas, Nevada.

To coincide with the release, **MMC's Vice President of Business Development Jamie Ashe** developed a vision along with **MMC Vice President Eric Willis** to create a cutting edge campaign that finds unprecedented moves being put into motion including over 200 million advertising impressions over 300 exclusive **Media Mayhem** properties while spreading over 10 million over the air (OTA) transfers via mobile phones across multiple telecom networks.

"This was a concept I was discussing with Eric Willis a few weeks ago when the opportunity rose for Media Mayhem to work with Nassiri," says Jamie Ashe. *"We got to thinking about the timing of the 2008 Olympic Games in Beijing; as well as a number of other pressing events around the world and we wanted to be part of something positive out there and this is Media Mayhem's way of doing our part to raise awareness that love is blind and sees no color,"* says Willis.

Beginning September 16th, the **MMC** network in every genre, city, and specific vertical will turn to the **Love Sees No Color Release Day campaign.**

"We are throwing the whole ball of wax into this campaign," says Eric Willis. *"We will have text messaging, blogging, viral elements with a pass the message forward component that will give visitors the opportunity to say one thing to the world, what would their message be? The messages will trigger audio and video ads and pass their message to another one of the MMC sites. Visitors will then color the*

network from black and white then back to color as the messages get passed around the world."

"It's a really brilliant concept and something that will be moving and powerful," says Ashe.

The campaign will include the usage of downloads, ringtones, quizzes, surveys, and music feeds which will be initiated as more users light up the network throughout the day.

Peace Records who represents the **Nassiri Music Label**, has gone a step further and announced that 100% of all proceeds from the sale of his world peace collection will go to charity.

"I believe that it is important to reach out to the people in need and that is why I have decided to donate not just a portion, but ALL of THE PROCEEDS to charity," says Nassiri.

The CD/bonus DVD of **Love Sees No Color** will be available for purchase at retailers nationwide and digitally on September 16th.

ADVERTISERS
Effectively reach
your target audience.

Demographic ■ Geo-Region ■
Niche Sites ■ Day/Day-Part ■

The advertisement features a grid icon on the left and a 3D puzzle piece icon on the right. The puzzle piece is composed of four colored sections: red, yellow, blue, and purple, corresponding to the legend.

About

Media

Mayhem

Media Mayhem's slogan of "Fusing Experience, Strategy, Technology and Drive" describes a full-service advertising representation firm. Services include online and offline marketing, and event sponsorships. The company specializes in building lifestyle-based advertising solutions for clients and engaging consumer audiences through branded film, music, art, fashion, sports, technology, entertainment and lifestyle experiences, across niche vertical markets.

Media Mayhem is a firm that goes far beyond a typical online advertising network. All publishers are represented on an exclusive,

site-specific basis allowing advertising clients to customize their advertising and media buys. Clients pick and choose individual web sites to meet their campaign's target demographic. MMC engages trade and consumer media by leveraging access and relationships to position clients directly with the key elements that drive popular culture and create new markets of opportunity.

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About

Fred Nassiri is an international songwriter, recording artist and philanthropist, and is dedicated to spreading a message of peace, love and healing through music. His songs are an eclectic mix of melodies, which transcend all ages, genders and religions to bring love, peace, hope and unity to the world.

Nassiri

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