

Artistic Soul Entertainment presents

BEYOND POTENTIAL

...AN URBAN MUSIC GATHERING 2008

Leading Urban Music artist development company, follows up inaugural music education & empowerment gathering with multi-city summer tour.

NASHVILLE, TN -- After the successful launch of the first "**Beyond Potential Urban Music Gathering**" held on April 19, 2008 in Nashville, TN, **Artistic Soul Entertainment** is poised to bring the **Beyond Potential 2 Go** experience to a city near you. Co-creator Brandon Egerton states, "We are excited to announce that Memphis, TN will be the first stop on our nationwide tour on June 21, 2008." This one day event is designed to Restore, Equip and Launch the purpose and vision of those who have been called to the music industry. "We wanted to provide a resource that anyone whether an artist, producer, manager or simply someone interested in getting into the music business can walk away with information that is valuable and can be useful no matter how they're involved in the business," says co-creator Ahmande Grimes. Class topics include: Publishing and Songwriting, Presenting Your Music, Maximizing Your Gift, Organizing Your Vision, Vocal Care & Nutrition, Understanding the Business of Music, Marketing 101, Basic Financial Management and more.

These classes will be led by some of music's brightest minds. Confirmed speakers for this event include Eboni Funderburk-Grimes (Senior Director of Radio Promotions for Zomba Gospel), Tray Simmons (Owner of Bravo Voice Studios), and Brandon Egerton (A&R/Music Consultant and former A&R for EMI Gospel) to name a few. Co-creator Antonio Neal states, "We believe that the Beyond Potential Urban Music Gatherings will impact the lives of many from around the world because this experience isn't about being discovered by others, but about recognizing what we all can achieve when given the essential tools."

The Memphis event will be held at **The Pursuit of God Church**, located at 3171 Signal Street in Memphis, TN. To register or learn more about this event, or for details on upcoming cities, please visit: www.gobeyondpotential.com or www.myspace.com/beyondpotentialmusic.

The **Beyond Potential Urban Music Gathering** and **Beyond Potential To Go** are divisions of
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Impact. Equip. Restore.

No Showcases. No Hype. Just Knowledge.