



**PRESS RELEASE**

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## DISCOVERIES 2012 PLAYLIST WINNER ANNOUNCED

**AUSTIN, TX – Musicians for Equal Opportunities for Women (aka MEOOW)** announced singer/songwriter **Erin Ivey** of Austin, Texas as the Grand Prize Winner of the **Discoveries 2012 Playlist** competition today. Erin has won a **Daisy Rock** Wildwood acoustic/electric guitar, a **Fender** amplifier, a **Toca** tambourine and djembe, consulting sessions with producer **Mark Hallman** and MEOOW director **Carla Black**, and the lead spot on the Discoveries 2012 Playlist. Erin will also be interviewed for an upcoming exclusive feature on MEOOW's web site, MEOOWgazine (meowonline.org).

"Erin is the real deal," said MEOOW director Carla Black. "Her winning song "Amelia" is not only a touching tribute to the lost aviator Amelia Earhart, but also a beautifully-executed piece of music. The judges loved it and we are thrilled to have the opportunity to shower Erin with gifts and accolades."

"I am beyond excited to be the 2012 Discoveries winner," said Erin. "In a town with such amazing songwriters, a prize like this is a real honor. I am so grateful to Carla Black and MEOOW for this endorsement and encouragement. I can't stop pinching myself!"

Fourteen finalists will also appear on the 2012 Discoveries Playlist including seven other artists from Austin, Texas (**Emily Wolfe, Karen Chisholm, Naga Valli, Brooklyn James, Sue Young, Miranda Rose** and **Juliana Murphy**), four from the Seattle area (**In Cahoots, Sightseer, Sue Quigley** and **Violent Green**), one from Los Angeles (**Palisades Drive**), one from New York (**Allison's Invention**) and one from Illinois (**Kate Diaz**).

The winner and finalists were selected from nearly 100 contest entries and judged by two esteemed Austin musicians, **Sally Crewe (Sally Crewe and the Sudden Moves)** and **Christa Hillhouse (Four Non Blondes)** as well as two music industry veterans, artist manager **Emily Lichter (Sallie Ford, Erin McKeown)** and Clear Channel radio programmer **Julie Pilat** of KYSR and KIIS-FM in Los Angeles. Each of the finalists will be profiled in MEOOWgazine over the next few months.

"Toca Percussion is proud to be a sponsor," said Toca Marketing Director **Jeff Ivester**. "It's a tremendous opportunity to support a very important effort and introduce our instruments to people that share our vision."

To hear **Erin Ivey's** winning song as well as those of the finalists visit meowonline.org.

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