

Indie Musician Mia Kim Announces Completion of Fan-Funded Album *Who Is Sukey Rose?*

Los Angeles, CALIF. —July 9, 2009— A little over a year after the birth of the online fan-funded endeavor “The Sukey Rose Project,” (<http://www.sukeyrose.com>) Mia Kim will be releasing her sophomore album *Who Is Sukey Rose?* on July 14, 2009.

With the success of the project, Kim has witnessed the power of true fan support. More than 100 fans contributed to the album presale that launched in June 2008. Altogether, Kim’s supporters helped raise more than \$8,400 towards recording costs.

“Just knowing that I had so many people rooting for me and believing in this project gave me the conviction to not give up when I hit the inevitable roadblocks that occur with any passionate artistic endeavor,” Kim says.

Produced by veteran indie rock musician and producer Jason Martin (Starflyer 59, Cold War Kids), the album is a mix of alternative pop-rock tunes exploring the identity of a fictional character named Sukey Rose. What makes this release different from Kim’s first album is her use of new media resources that are now available to unsigned independent artists.

“I’ve been using MySpace, CDBaby and Tunecore for years as ways to connect to fans and distribute my music. The landscape is constantly changing, and now there are numerous start-up sites that are trying to provide resources and tools specifically for the unsigned musician. It’s an exciting time,” says Kim.

Kim represents a new wave of aspiring musicians who are unsigned, yet serious about pursuing music as a profession. These musicians are foregoing the get-signed-to-a-label route and are instead choosing to use Web 2.0 tools such as Twitter, Facebook, ReverbNation and Bandbox. For instance, in addition to digital distribution through iTunes, Kim will be partnering with Bandbox to sell music directly to fans while also retaining 100 percent of sales.

“Bandbox is a powerful tool for the unsigned artist,” Kim says. “Their system allows me to easily distribute my music straight from my website (<http://www.miakimonline.com>) with zero cost and allows me to keep all the profit. It’s the ultimate expression of what being an indie musician in the Internet age truly means.”

Kim has also been actively twittering her progress on her Twitter site (<http://www.twitter.com/sukeyrose>) and plans to continue so that fans can get an insider’s look at the day-to-day grind of being an independent musician.

“I look at someone like Ingrid Michaelson who first gained prominence through word-of-mouth online, without the help of a major label. She’s an example of what the future looks like in terms of new artists being discovered and finding success,” Kim notes.

Likewise, Kim will be using all these new media tools at her disposal to release and promote her new album.

“I really believe in this album, and at this moment, because of the Internet and how it’s forming the new face of the music industry, I have more of a chance than ever before to have my music reach a larger audience.”

The Sukey Rose Project was created in June 2008 to give music fans an insider's view of what it takes to independently produce and release a successful album. Fans had the opportunity to participate in the pre-sale fundraiser and contribute their thoughts on the making of Mia Kim's forthcoming album “Who is Sukey Rose?”

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