



Press Release

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(Immediate Release)

Million Dollar Riff - The Music Revolution

New Online Music Community Gives Musicians the Opportunity to Earn Maximum Profits from Their Music

Million Dollar Riff (MDR) is a new online music community set to revolutionise the music industry. Targeted at musicians and songwriters, it is the result of many years of hard work, a passion for music and a commitment to providing artists with a forum to express themselves with the music they love.

Targeting a worldwide audience, **Million Dollar Riff** promotes diversity and music culture, and will reward musicians for the work they do along the way. It is a platform for musicians to showcase and promote their work and gives them the opportunity to gain maximum earnings from their music. There are no age, gender or cultural boundaries.

Million Dollar Riff was started by Melbourne based music buff, Damian McSweeney to empower musicians and to provide professional and emerging songwriters with a platform to showcase their music and earn a profit. By being a part of **Million Dollar Riff**, musicians have the opportunity to share their music and promote it to music lovers on the website. When an artist's work is purchased they receive 80% of the profit.

Once the **MDR** website reaches 20,000 members, a competition to win US\$1,000,000 will be launched. One talented musician will have the opportunity to win this prize money to further their music career.

McSweeney says, 'If we want to change how the music industry operates, it's up to us. This is why the **MDR** competition will be exhilarating; it has no boundaries. There's no restriction around gender, religion, age or demographics.'

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Musicians are encouraged to register and upload their music to www.milliondollariff.com. Musicians can promote their music, post details of upcoming gigs and offer their music for download and be assured they will receive 80% of the profits.

While **Million Dollar Riff's** ultimate goal is to award one musician with US\$1,000,000, there are other ways to be involved in the **MDR** project. **Million Dollar Riff** will be relying on music lovers to not only support their favourite artists by buying their music and visiting their gigs but they will also vote for the artist who will win the US\$1,000,000 prize money.

Musicians and music lovers can visit www.milliondollariff.com for more information or to register.

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