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MuZicCardZ

Press Release

Online Music Video Greeting Card Company Launched

MuZicCardZ Produces New eCard Format

(Austin, Texas, October 28, 2015) MuZicCardZ, a new online music video greeting card company was launched recently in Austin, Texas, “The Live Music Capital of the World”. Buyers can select an eCard featuring a song sung by a favorite musician, write a personal message, and schedule eCards for delivery up to a year in advance.

Nine-time Grammy Award winner Ray Benson of Asleep at the Wheel is featured on the website singing “Happy Birthday To You” and “Silent Night” at www.muziccardz.com.

“We’re very excited about this new eCard format,” said Tina Williamson, founder of MuZicCardZ. Nothing like this has ever been done before. Competitor’s eCards typically feature animation over a music score. Our eCards offer a mini-concert, helping you celebrate special occasions with a one-on-one video performance by a musician you love.”

Cards are also offered by singer-songwriter Sara Hickman, 2010-2011 “Official State Musician of Texas (a title also held by Willie Nelson and Lyle Lovett), and blues/gospel/jazz singer Susan Arbuckle. Cards by additional musicians and new celebration categories, such as love songs for Valentine’s Day, are in the works.

“They’re fun. They’re easy to send. They’re inexpensive,” Williamson said. “You can line up all of your birthday or Christmas eCards in advance, write personal notes, schedule them, and be done!”

MuZicCardZ, a GreetingZ, LLC company, obtained the license to use the “Happy Birthday To You” song from Warner/Chappell Music. However, on September 22, 2015, a federal judge ruled that the song should be in the public domain. Warner/Chappell Music will most likely appeal that decision, so a final outcome could be many years away.

Online marketing veteran and entrepreneur Williamson was first involved with online audio and video in the late ‘90s as Vice President of Marketing for Broadcast.com, the company founded by Todd Wagner and Mark Cuban.

About MuZicCardZ

MuZicCardZ is an online greeting card company offering music video eCards with known musicians singing traditional greetings such as “Happy Birthday To You”, Christmas songs and (soon) love songs for Valentine’s Day. Customers can schedule eCards up to a year in advance. Founded in Austin, Texas by Tina Williamson, and first offering eCards by Austin-based musicians, MuZicCardZ plans to expand nationally. Nine-time Grammy Award winner Ray Benson of Asleep at the Wheel is featured on the website launch singing “Happy Birthday” and “Silent Night”.