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The New York Songwriters Circle and Fashion Fantasy Game Forge Unique Online Music and Fashion Community Partnership

New York – August 10, 2009 – [The New York Songwriter's Circle](http://www.songwriters-circle.com) (NYSC) and [Fashion Fantasy Game](http://www.fashionfantasygame.com) (www.fashionfantasygame.com) (FFG) have teamed up to bring the newest music composers and performers together with FFG's style and lifestyle savvy audience. From the red carpet at the Grammy Awards to MTV, from Madonna to Katy Perry's self styled designs, music and fashion are inextricable. The partnership between NYSC and FFG will provide a forum for emerging talent in both disciplines. FFG's community of 675,000 members will have access to music video and audio recordings by some of the best up and coming singer/songwriter talent from the NYSC catalog. FFG members will also be in the enviable position of casting the final votes to determine the overall winner in the under 18 category of the NYSC's 2009 Young Songwriter Award with an online ballot in October.

The New York Songwriters Circle is now accepting submissions for its 2009 Songwriting Contest, which awards more than \$25,000 in cash and prizes. Songwriters from around the world are invited to enter at <http://www.songwriters-circle.com>.

"This is a fantastic opportunity for our artists to have their songs heard by hundreds of thousands of young music fans in an influential online community," said Tina Shafer, NYSC Artistic Director and president for the past 19 years.

Fashion Fantasy Game is a social network for teens and young women based upon a virtual world of fashion. Members join as designers or store owners and develop online profiles, interact with each other via chat and email, and design virtual clothing and accessories that they market and sell virtually to other members. The site also features weekly themed design competitions. FFG members have created more than one million unique fashions to date.

"FFG members are passionate about trends, style and they know what's hot. We think this is the perfect opportunity to showcase performers who could become the next Kate Voegele (NYSC's first contest winner)," said Nancy Ganz, creator and Chief Fashion Designer, Fashion Fantasy Game. "FFG membership is growing at a pace of more than 10,000 members per week, add to that the range of capabilities of our site and we offer The New York Songwriter's Circle a powerful springboard for their performers."

The New York Songwriter's Circle has a member profile on Fashion Fantasy Game and will engage with FFG members through chat, email and their own music-inspired fashion designs. The FFG community will be able to view a different NYSC video each week in FFG's "R.LillyCafe" and download selected music for free through the Café's jukebox. The Café is the

hub of the FFG social network and a venue for videos, music and making new Fashion Fantasy Game friends.

The partnership culminates in October when FFG members cast ballots to select the winner in the under 18 category of The New York Songwriter's Circle 2009 Songwriting Contest.

About the Fashion Fantasy Game

Fashion Fantasy Game www.fashionfantasygame.com is the online game and social network for young women who are passionate about fashion, friends and fun. Developed by fashion industry veteran and successful entrepreneur Nancy Ganz, players of Fashion Fantasy Game design and sell virtual fashions in a competitive online environment that offers them a taste of what it would be like to have their own fashion businesses.

About the New York Songwriters' Circle

For over 19 years, the New York Songwriters' Circle has been producing and directing bimonthly shows at the legendary Bitter End club, in New York City's West Village. The Circle has launched the careers of notable artists such as Norah Jones, Jesse Harris, Lisa Loeb, Vanessa Carlton, Gavin DeGraw, NYSC songwriting contest winner and regular on "One Tree Hill," Kate Voegelé, Company of Thieves and Chris Barron. The circle has quickly become one of the most popular music events in Manhattan, attracting not only the best up and coming songwriting talent from around the world but also top music industry executives looking to discover "the next big thing". Currently The New York Songwriters Circle hosts live music showcases across the country including New York, Philadelphia, Boston, Chicago and Los Angeles as well as an educational "Loft Series" dedicated to supporting, nurturing and empowering artists in this new age of the Music industry.

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