

COMBINING HER OWN UNIQUE AND DISTINCTIVE BLEND OF SOUL, BLUES, FUNK AND POP, *PEBBLE TO A PEARL* IS NIKKA COSTA'S BOLDEST AND MOST PASSIONATE RECORD YET!

Nikka Costa

Pebble to a Pearl

- NIKKA'S UNFORGETTABLE VOICE HAS OFTEN BEEN COMPARED WITH JANIS JOPLIN, CHAKA KHAN AND SLY STONE
- NIKKA HAS EARNED RAVE REVIEWS AND A PERMANENTLY DEVOTED AND EXTENSIVE FAN BASE WITH HER DISTINCTIVELY FUNKY ALBUMS (2001'S *EVERYBODY'S GOT THEIR SOMETHING* AND 2005'S *CANTNEVERDIDNOTHING.*) AS WELL AS WITH HER FAMED KINETIC LIVE PERFORMANCES
- PRODUCED BY **JUSTIN MITCHELL STANLEY** (JAMIE LIDELL, BECK) AS AN ANALOG RECORDING ON TWO-INCH TAPE, WITH NIKKA AND BAND RECORDING THE SONGS LIVE IN THE STUDIO FOR A TRULY ORGANIC FEEL
- NIKKA IS PRESENTLY PART OF AN EXTENSIVE HIGH-VISIBILITY LEVI'S PRINT AND ONLINE CAMPAIGN

PRESS:

Confirmed appearance on **LATE NIGHT WITH CONAN O'BRIEN** this Fall. Early confirmed features and/or reviews: *USA TODAY*, *ENTERTAINMENT WEEKLY*, *PEOPLE*, *PAPER*, *BLENDER* and *ROLLING STONE*.

RADIO:

First single "Stuck To You" at the following formats: HOT AC, TRIPLE A (single & album) and COLLEGE ALTERNATIVE (album).

VIDEO:

"Stuck To You" will be serviced to all national, regional and local outlets including MTV, VH1, FUSE, BET and more.

SNIPING:

A two week campaign will be conducted in both **NEW YORK** and **LOS ANGELES** Oct. 13-27.

NATIONAL PRINT ADVERTISING:

Campaign will consist of half page color ads in the following publications (November issues): *NYLON*, *BLACK BOOK*, *INTERVIEW*, *URB*, *ROLLING STONE*, *PAPER*, and *SPIN*.

LIFESTYLE MARKETING:

Activities include the following...**STENCILING CAMPAIGN:** LA and NY. **DJ DIGITAL PROMOTION:** sampler sent to 3000 DJs across the country. **TASTEMAKER PROMOTION:** Special 500 disc servicing.

GAY MARKETING:

3 month campaign [Sept - Nov] will consist of **LISTENING PARTIES**, **PARTY PROMOTIONS** and more.

STREET TEAMS:

One month campaign will take place in **NEW YORK**, **LOS ANGELES**, **SAN FRANCISCO**, **CHICAGO** and **PHILADELPHIA**. Will target like-artist, fashion, tastemaker and lifestyle events.

NEW MEDIA:

Independent marketing company has been retained for 3 months to launch a **VIGOROUS ONLINE CAMPAIGN**, focusing on major soul, funk, pop and entertainment sites for interviews, reviews, bulletins, listening parties and more.

TOURING:

Oct. 3	El Rey	LOS ANGELES, CA
Oct. 4	The Independent	SAN FRANCISCO, CA
Oct. 7	Bluebird Theater	DENVER, CO
Oct. 14	Culture Room	FT. LAUDERDALE, FL
Oct. 15	The Social	ORLANDO, FL
Oct. 16	The Loft	ATLANTA, GA
Oct. 19	Recher Theater	BALTIMORE, MD
Oct. 20	Webster Hall	NEW YORK, NY
Oct. 21	World Cafe Live	PHILADELPHIA, PA
Oct. 28	The Rave	MILWAUKEE, WI
Oct. 30	Varsity Theater	MINNEAPOLIS, MN

NIKKA COSTA TOP 10 SALES MARKETS (IN ORDER):

Los Angeles, New York, San Francisco, Philadelphia, Chicago, Seattle, Washington DC, Boston, Detroit, Atlanta

NIKKA COSTA HOME MARKET:

Los Angeles



TRACKS:

01. **Stuck to You**
02. **Can't Please Everyone**
03. **Pebble to a Pearl**
04. **Someone for Everyone**
05. **Cry Baby**
06. **Keep Wanting More**
07. **Keep Pushin'**
08. **Love to Love You Less**
09. **Without Love**
10. **Damn I Said It First**
11. **Loving You**
12. **Bullets in the Sky**

www.concordmusicgroup.com
www.nikkacosta.com
www.myspace.com/nikkacosta



Artist/Title: **Nikka Costa/Pebble To A Pearl**

Street Date: **October 14, 2008**

Order Due Date: **Sept. 24, 2008**

Notes:



Genre: **Pop** • Label: **STAX** • Price Code: **C18** • Box Lot: **30** • Packaging: **Digi - 1 disc**

CD-Selection # **STX-30942**