



## Electronic Press Kits, Meet Impact Artist Promotions' POWER PRESS KITS – Changing The Game

GILBERTSVILLE, Pa (November, 2007) – **Impact Artist Promotions** (IAP) has been receiving a lot of worldwide attention from its innovative new electronic press kit solution, the **myPPK™ – Power Press Kit™** (PPK) that IAP launched in June. PPKs are a powerful new self-promotion tool for musicians, comedians, models, DJs, voice-over talent, actors, publicists, producers and more.

PPKs - running at [www.powerpresskits.com](http://www.powerpresskits.com) - are an advanced electronic press kit developed in the latest Microsoft .NET 2.0 framework that quickly became recognized for being comprehensive, extremely user friendly and for having dozens of graphically rich themes to switch between as well as custom-designed themes. The current featured PPK is **2007 Ms. Bikini Universe** runner-up and actress, **Monica Cariveau** from Minneapolis, MN (USA) who joins subscribers from across the U.S., Canada, the Virgin Islands, the UK, Australia and beyond. Additionally, IAP provides free subscriptions to U.S. Military personnel through corporate sponsorships.

“I was hesitant in the beginning to spend my money on anything else in an attempt to give my music business the kick that it needed to get the right attention,” said Michelle Hall, representative of performer **JD Hall** from Chatsworth, CA (USA). “I have spent so much money on so many different things including other press kits. Nothing that I have done in the past compares to myPPK. If this doesn't help me get the attention that I need, nothing will.”

According to IAP President, Ron Schock, PPKs offer all of the features that industry talent buyers demand, with features that today's users deserve. “PPKs promote people who are passionately expressing their art and their talent and we take that just as seriously as they do. Our programming and robust themes further enhance those attributes. “

Gail, a rep. for the **Carey Worrod** band from Ontario, CA said, “myPPK is the ONLY tool you need!! I not only love it but everyone that has viewed it has been so impressed. It is so user friendly and the myPPK support team is just fabulous!! Real live people correspond with you. They are constantly upgrading and making changes, all for the better. The response has been so positive. Many managers, clubs, etc. don't want to wade through paper, they just love myPPK!!”

SOURCE: Impact Artist Promotions, LLC

Impact Artist Promotions, LLC  
Ron Schock, 610-473-7377  
ron@myPPK.com