

# MUNDO EARWOOD MUSIC

www.mundoearwood.net

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## CONTACT:

Justin Romack  
Mundo Earwood Music  
www.mundoearwood.net  
4345 Carter Creek Pkwy. #16  
Bryan, TX 77802  
936.635.0136  
[jromack@gmail.com](mailto:jromack@gmail.com)

## **Classic country icon rings in new year with sold out event**

HUMBLE, Tex. (January 04, 2011) -- Mundo Earwood, a classic country artist touting such hits as “Things I’d Do For You,” “Behind Blue Eyes” and “You’re in Love With the Wrong Man,” took center stage at the Falls Golf Resort and Club in New Ulm as the clock struck midnight on New Year’s Day. The evening of live music, dancing and champagne also coincides with the launch of Earwood’s digital revival, which includes a website, streaming video platform for live events, social media presence and the promise of a digital release of his music catalog.

The live event, which had been previously scheduled at another venue, was sold out days before the celebration, and guests from states as far away as Nevada were in attendance.

“It was a packed house,” says Ross Phillips, a spokesman for the event. “Out of town, and even out of state, guests travelled to ring in the new year with Mundo.”

Earwood shared the festivities with online guests, as well, through the streaming video feed on “Where is Mundo?”, the marketing channel used to generate buzz for the event and Earwood’s digital presence. Immediately following Earwood’s performance, the official Mundo Earwood website went live at [www.mundoearwood.net](http://www.mundoearwood.net).

“The website launch was an absolute success,” Phillips said. “The streaming event was well attended, and website traffic has soared since then.”

Earwood is currently ramping up communication through popular social media networks such as Facebook and Twitter, and has discussed plans to release portions of his music catalog to iTunes and other digital media distributors in the foreseeable future.

For more information on Mundo Earwood or this event, please contact Ross Phillips at 979.218.7523 or [arlen.ross.phillips@gmail.com](mailto:arlen.ross.phillips@gmail.com). You can find Mundo Earwood on Facebook at [www.facebook.com/mundoearwoodmusic](http://www.facebook.com/mundoearwoodmusic), and on Twitter at [www.twitter.com/mundoearwood](http://www.twitter.com/mundoearwood).