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Media Contact: Caesar Jackson

Caesar_Jackson@blacquerecords.com

IVY LEAGUE INDIE R&B ARTIST JAMI JACKSON

CARVES OUT HER OWN PATH

**Blacque Records Singer/Songwriter Performs in Famed “Music Under New York”
Subway Series, Concerts Around NYC & Appears in New MTVU AIDS
Awareness Commercial**

NEW YORK, NY...You may have heard the story before. Young girl strikes out from her small town to take the Big City by storm. But in the case of Jami Jackson, it's no story. It's reality.

The up-and-coming singer/songwriter was born and bred in Durham, North Carolina. But these days, New York City is her stomping ground—and she's taken more than just a bite out of the Big Apple. As a graduate of Columbia University with a degree in pre-med studies and psychology, Jami Jackson could have embarked on a sure career in medicine as a doctor. Instead, the 23-year-old is following her lifelong dream to be a professional singer. In the rough-and-tumble entertainment industry, Jackson is doing it her way. By day she works as a research assistant in Oncology at Memorial Sloan Kettering Hospital in New York. By night, this gifted singer is performing all around the Big Apple at such notable venues as The Apollo Theatre, the Nuyorican Poets Café, Ashford & Simpson's Sugar Bar, and the Bitter End, among others.

The determined do-it-yourselfer even landed a commercial on national TV. It is part of a nationwide AIDS awareness campaign called “Pos Or Not” done in conjunction with MTVU and the Kaiser Foundation. “I heard they were looking for people to appear in the commercial, which helps educate people about HIV/AIDS, so I sent in my material,” says Jackson, who even came up with part of the concept of the commercial. “I made a few suggestions and they used them,” says the singer. In the commercial that has aired on MTV she sings her original song, 'Sista Girl.' This has led to another and larger upcoming project with BET.

When not seen on television, Jackson can currently be spotted in the subways of New York—singing, that is. She was one of the few selected to participate in the city's legendary “Music Under New York” concert series in which entertainers perform at the various subway stops. She's been wowing straphangers with her amazing performances. Her next underground shows are: August 30th, 12-3pm at 42nd Street Grand Central Station in the Mezzanine area and September 6th, 3-6pm at 34th Street Penn Station at the Long Island Rail Road #2 location.

Jackson can also be seen at the popular Arts Festival on the Pier, which is sponsored by the Office of Mayor Bloomberg, on September 13th (2-6pm) at Pier 36 on Montgomery Street near the East River. Then on September 17th, Jackson will sing at the private AIDS benefit, LIFEbeat's Hearts & Voices, 6:15-7pm at the Terrence Cardinal Cooke Center.

Jackson is performing tracks from her new CD, *Call My Name* on Blacque Records. Available via her Website (www.jamijackson.net), *Call My Name* is a collection of 10 original songs that explore a range of emotions, from lost love to spiritual inspiration "I like to describe my music as a soulful blend of rock, R&B, and pop that delivers a live and engaging message," says the innovative singer, who counts among her musical favorites a diverse range of artists—from Alicia Keys and Coldplay to U2 and Amy Winehouse.

In today's competitive music world, Jackson knows artists have to be fully committed. "We've put together the whole package. We have the CD and I have established a solid fan base," says Jackson, who says if a major label comes knocking she's ready to talk details. "I want to continue to have creative control but I also want to be clear on royalty splits and the business side," says Jackson, proving art and business can go hand in hand.

Jackson is living a dream she's had since age five. As a child and through her teens, Jackson, who also plays piano, performed when and wherever she could—in school and church choirs, talent contests, at football and basketball games. Still, her parents, both professors, didn't realize the depth of Jackson's musical aspirations. That was until it came time to select a college. When faced with leaving the safe confines of her North Carolina home for the Big City, Jackson was ready to make the leap. In fact, although she received a scholarship with the University of North Carolina, she opted for Ivy League Columbia mainly because it would put her in the entertainment capital of the world—New York City. "It was a hard decision to forego the scholarship, but if I wanted to sing, I knew I had to be in New York," says the seemingly fearless young woman. And once she recorded a demo all on her own, her parents were on board with her decision. "After I did that, they realized how serious I was," recalls Jackson. Soon after she partnered with Blacque Records, an indie label which allows the new artist to have total control over her music, publishing, marketing and image. "It is very important to me to have this freedom," says Jackson.

From the television airwaves to the subways of New York City, Jami Jackson is carving out a unique musical path. "Nothing can compare to singing and performing, to writing songs. I love using my voice to connect with people," says Jackson. "I live to sing."

For more information, please visit www.jamijackson.net or www.myspace.com/jamijacksonmusic. For media requests, please contact, Caesar_Jackson@blacquerecords.com.

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