**Background: 2013 Artists in Music Awards Ceremony, 5:30 pm Feb. 7, Key Club, Hollywood**

Created by Mikey Jayy as a fair method of recognizing top emerging musicians, the 2012 Artists in Music Awards Ceremony is the second AIMA ceremony. Last year’s event attracted a surprise 1,500 people, and similar numbers are expected this year.

The program benefits the PAIN Foundation (http://unmaskingthepainwithin.com/).

AIMA has received confirmation that a number of celebrities will attend, including actors from films such as Get Low, Road to Perdition, Big Fish, Entourage, Emmanuelle, Franklin & Bash, Indiana Jones and the Hunger Games.

Quotes from industry professionals and musicians about the AIMA and executive producer Mikey Jayy:

“Mikey has quality taste in music, so any artist to make it to his awards program has the honor of being in the elite spectrum of musicians…He is the definition of hard work and success…persistence, persistence, persistence, and a thoughtful and down- to-earth character to boot. **Look for Mikey at the top, with all of his artists with him**.”

--Lea Reis, founder of Infinite Music Source. Reis has produced projects ranging from Tu Pac Shakur and Moe-Dee to music teasers on Fox Sports.

 “It’s very rare to ‘make it big’ in the indie world. Folks like Mikey, who bust their chops because they believe in what they are doing and have a heartfelt determination to get emerging artists heard, **are the heroes of the industry**. It’s his passion that pushes him forward.”--Mark Lamdanski, co-owner, Butterflies Radio and co-host of the event.

“**Executive producer and founder Mikey Jayy is a true advocate for independent artists and his love for their pursuit is what makes the program special**… This opportunity has introduced me to music industry professionals, such as radio DJs, promoters, publicists, and A&R representatives with a ‘letter of recommendation’ in a sense, on the fact that I'm involved with such as fresh, up and coming, and professional awards program."--Glitter Rose, a nominee who will perform at the AIMA event.

“**Mikey is by far the real deal. He loves the artists he supports and truly wants these artists to succeed. He is a one of a kind…**The AIMAs are such a well-organized events. It's such a fair voting system, which is why I'm excited to take part for a second year." --Katie Cole, 2012 AIMA Rock Artist of the Year

“**Winning the Best R&B Award last year helped immensely**. I was featured on different radio shows and gained notoriety to work with a local artist that I never thought I would even meet.”--Devon Harrington of DevonSol

“Without doubt the award for 'Best Indie Rock Artist 2012' helped us immensely. It was through this award that we eventually won the award for 'International Rock Band Of The Year' at the LA Music Awards. **Essentially Mikey helped discover our music and helped introduce the Monks of Mellonwah to a US audience**.”

For more information, check out [www.aimusicawards.com](http://www.aimusicawards.com) or contact Lisa Cohn, Arts Seen and Heard PR, 503-577-0504 or cohnmerk@comcast.net