



For Immediate Release
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“MY LOVE IS EQUAL” CAMPAIGN TO BRING MUSIC TO THE FOREFRONT OF MARRIAGE EQUALITY

Campaign to work with musicians to produce music inspired by marriage equality to raise awareness and money for non-profit groups.

New York, NY (February 14, 2014) – The “My Love is Equal” campaign, launching today, will partner with music artists to create music inspired by marriage equality, and then leverage the sales of that music to raise awareness. All proceeds will be donated to non-profit marriage equality groups.

The campaign was born out of the realization that music has been a key driving force of every major human rights movement, from women’s rights, to Black civil rights, to Vietnam anti-war protests, etc. Throughout each of these movements, it was music that united people and helped change the hearts and minds of America. While music has existed as part of the LGBT movement, it could be argued that it has not reached its’ full potential in propelling the movement and has been a missing component in the marriage equality movement.

“Without LGBT artists on mainstream radio, it really wasn’t until last year’s song ‘Same Love’ by Macklemore and Mary Lambert that we saw a song have a profound impact on middle America, culminating with its’ featured spot in the 2014 Grammy Awards when Queen Latifah married 34 couples on TV,” says co-founder Anthony Gibson. “We feel that the time is ripe to build on that momentum by creating a campaign that actively works with music artists to produce music that can reach the masses, continue to change the hearts and minds of our society and generate funds for the groups who are working so hard to make marriage equality a reality.”

Mr. Gibson’s co-founder of “My Love is Equal” is gay DJ/Producer Ryan Skyy, who will be the first music artist of the campaign with his Electronic Dance love anthem “Quite Like This”. The audio is being released today and a music video will follow on March 14th. “Quite Like This” is available for sale on iTunes, Beats Music, Amazon.com, and Spotify.

For the music video, “My Love is Equal” has partnered with owners of viral videos on YouTube that show unique, heartwarming marriage proposals of LGBT couples. The videos have received over 40 million views and have been donated to this campaign by the owners. The “Quite Like This” music video will tell the story of each couple’s marriage proposal as well as feature footage from various celebrities who are coming out in support of this campaign.

“When you watch just one of these marriage proposals on YouTube, it makes you want to cry. Imagine 5 or 6 of them beautifully edited together with a message that ‘My Love is Equal’! That’s the premise behind the music video and something I am so excited to share with the world on March 14th,” says Ryan Skyy. “These videos have received millions of views and yet many of my straight friends don’t know they exist! When I show them the videos they have an immediate reaction. The videos warm their hearts and have a profound impact on how they view gay marriage. It is my hope that this campaign and this music video will have this same impact on millions across the globe.”

Accompanying today’s announcement by “My Love is Equal” is a moving announcement video at <http://www.myloveisequal.com> that shows the power of music on human rights movements and the need to bring it to the forefront of marriage equality.

Over the next 4 weeks, leading up to the world premiere of the “Quite Like This” music video, the “My Love is Equal” campaign will release videos of support from celebrities in and out of the LGBT community who are showing support for this campaign.

For more information on “My Love is Equal”, and/or to connect with this campaign, visit <http://www.myloveisequal.com>

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