**MEDIA ALERT 6/20/2012**

**LEAD THE FLOCK WITH SONGBIRD**

*Spend Your Summer With Your Favorite Musicians, From Contest to Concert*

San Francisco’s Songbird is celebrating the launch of our new social experience with a $1500 Ticketmaster giveaway. The person who leads the largest flock of their favorite social media-loving tweeters to Songbird by July 11 will win $1000 in Ticketmaster gift cards, which can be applied to the most amazing musical experiences of the summer, and the coveted title of Flock Leader!

To enter, go to <http://getsongbird.com/promotions/leadtheflock/enter/>, and click on “Share to Win.” The great folks at awe.sm have made it super easy to share the link with your friends and fans on Twitter, Facebook, and by email. Every time you share, you're still entered to win our random drawing for one of two $250 Ticketmaster prizes.

**Download to Win**

If your friends download Songbird from our contest page, you'll get another game entry and so will they! Just share and download to earn even more entries toward the $1000 grand prize.

**Follow to Win**

"Like" Songbird on Facebook and follow us on Twitter for more entries. Throughout the contest we will also post and tweet music-related mini-challenges to our followers. Winners earn more contest entries towards our prizes!

**3 winners will be announced on July 12, 2012.**



Contact: Maura Lafferty (415)869-8579 x714, [maural@spiralgroup.com](mailto:maural@spiralgroup.com), twitter @mlaffs