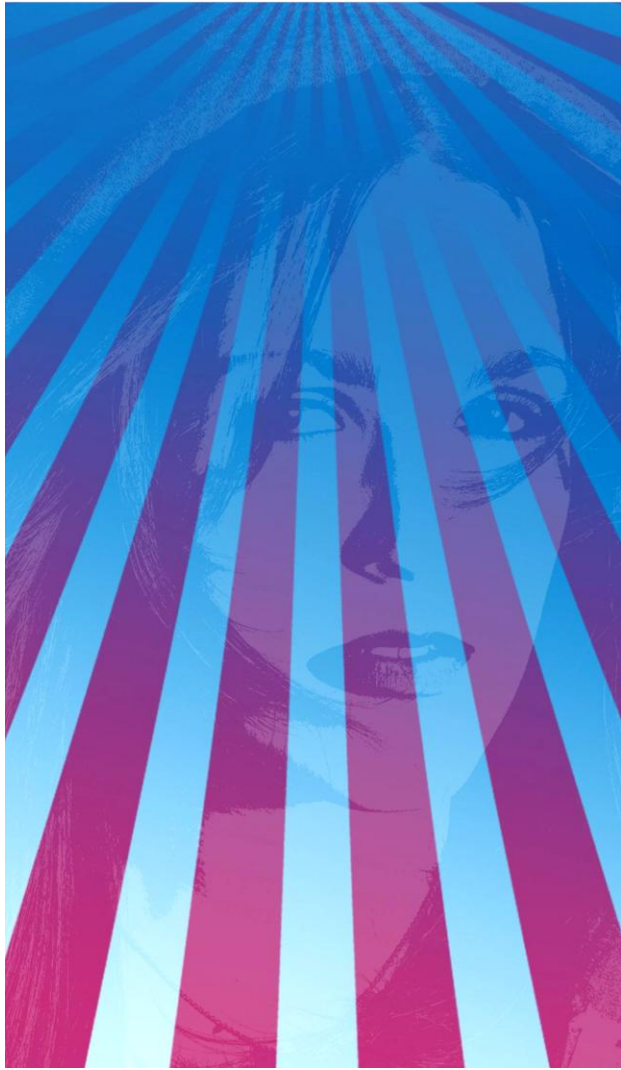




Photo credit: Stephanie Berger

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RACHEL  
MILLMAN

*PRESS RELEASE*

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**RACHEL MILLMAN TO DEBUT AT *FEINSTEIN'S AT LOEWS REGENCY***

**SUNDAY, JULY 31 AT 8:30 PM**

New York, New York (Tuesday, June 14, 2011) The National Anthem is not an easy song to perform by any means. Jumping from a middle D to a high G at random points throughout the song, it requires range and skill to pull it off effectively. On Friday, May 27, Memorial Day Weekend, singer [Rachel Millman](#) was up at bat, giving spectators her rendition of The Star Spangled Banner at Citi Field for the New York Mets versus the Philadelphia Phillies. Millman brought the crowd to a roar and to their feet! Her manager, Denise Marsa, boasts, "Rachel's performance was perfect. She sang the song's beautiful melody as it was written with grace and respect and when she did add a few vocal adlibs, they were subtle and tasteful." Millman has a long list of accomplishments that is getting longer by the day, including her appearance on Weekend Today in New York this past March.

Following these recent accomplishments, Millman will be appearing at the famous New York nightclub, **Feinstein's at Loews Regency** on Sunday, July 31 at 8:30 PM. Self-described as "a unique reflection of what is best about New York City," Feinstein's at Loews Regency is an established venue where people go to dress up in their best in order to have a memorable evening. Millman plans on using her three-octave voice, her warm, fresh and engaging personality sprinkled with her sense of humor to give audience members an evening they won't soon forget. The set will be filled with the songwriter's muse personal interpretations of original music written by some of today's best known songwriters and a selection of songs that have influenced Millman's career. The set will be filled with the songwriter's muse personal interpretations of original songs written by some of today's best known songwriters and a selection of songs that have influenced Millman's career.

**ABOUT RACHEL MILLMAN**

Springfield, New Jersey singer Rachel Millman is bringing her well crafted pop music to the masses one fan at a time. Taking the indie route and keeping her direction her own, Rachel Millman released her 5 song CD IF I BELIEVE with her manager/mentor Denise Marsa in September of 09' and with dozens of rave reviews, has not looked back. Beautiful, cool, calm and poised, Rachel is steadily gaining national attention. After putting her dreams aside for her academic career for four years, she graduated in 08' from Penn State with a degree in communications. Upon her graduation, she knew she had to return to her life's passion, her singing career; she was not willing to sacrifice her dreams any longer. Described by those that attend her concerts as spectacular, funny, genuine and engaging, Rachel Millman has a three octave voice that is beautiful, powerful and expressive. Millman's "**Waiting for Someday**," is featured in the recently released film, "Secret at Arrow Lake," starring C. Thomas Howell, Ali Falkner and DeDee Pfeiffer.

For more information about Rachel Millman and for upcoming show information, please feel free to visit <http://www.rachelmillman.com> or [www.keymediapublicrelations.com](http://www.keymediapublicrelations.com)

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# RACHEL MILLMAN CD CAMPAIGN FACTS

- [IF I Believe](#) Rachel Millman's debut CD is released on [iTunes](#) September 1, 2009 with the press announcement being distributed nationally.
- Media coverage is swift and abundant:
- [USA Today](#), [inTune](#), and [NMW](#), to name a few, run the original KMPR debut press release.
- [GirlsLife](#) writes: "We especially love "Waiting For Someday," with an acoustic guitar complimenting the delicate tone of Rachel's voice."
- Quizfest proclaims "Rachel Millman is on the move to become a superstar."
- [Alive Magazine](#) asks Rachel to write her own story about how her career launch came to be.
- Rachel is interviewed and reviewed by [New Voices](#), [Santa Fe Sentinel](#), [Faten Abdallah of Connecting Women](#), [JVibe](#), and so many more...
- Rachel is invited to perform at the September 2009 High Holiday Party at the Jewish Federation in NYC.
- Rave reviews come in from bloggers across the US, especially mommy bloggers, exclaiming moms and their daughters love the CD!
- Denise Marsa/KeyMedia Group produces Rachel's debut video/remix for [Throwin' Rocks at the Moon](#) featuring Brandeis VoiceMale and their stunning Acapella arrangement. The video is filmed on campus at Brandeis University.
- Rachel is invited to be a featured performer as part of the [Musicians on Call](#) organization, performing for children in various NY hospitals.
- Rachel debuts her set at [The Duplex Theater](#) in the West Village, NYC to a near sold-out audience. Live videos posted. Other NYC clubs begin to book Rachel and her band including Sullivan Hall, The Bitter End & The Gershwin Hotel.
- Rachel performs at the 2010 JCC Maccabi Games.
- Rachel is slated to perform her debut single **Throwin' Rocks at the Moon** on WNBC Weekend Today in New York on Sunday, March 23, 2011.
- Feinstein's at Lowes Regency, NYC books Rachel July 31, 2011 after watching her TV debut!
- Rachel is invited by The Mets to perform the National Anthem at The Mets v Phillies Game Memorial Day Weekend.

In less than a year from the release of **IF I BELIEVE**, Rachel Millman was invited to perform at the Opening Ceremonies for the 2010 Maccabi Games at the prestigious Robins Center stadium at the University of Richmond, Virginia. The event took place August 1 with over 7,000 attendees at the event. The national delegates, sponsors and the event's producer called Rachel's performance "spectacular!"

*PRESS RELEASE*

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**INDIE ARTIST RACHEL MILLMAN TO PERFORM LIVE**

**ON NBC'S WEEKEND TODAY IN NEW YORK SUNDAY, MARCH 13**

***Momentum Builds As Additional Live Performances and New Recordings Are Slated for 2011***

**New York, New York (Thursday, February 10, 2011)** - If you have not heard of [RACHEL MILLMAN](#) you probably will sooner or later. With dozens of outstanding reviews, interviews and feature stories, on line and in print, Millman is making her way to the top of the heap of the indie artist arena. Not an easy task considering how saturated the indie market is these days. Since the release of Millman's artfully crafted pop record **IF I BELIEVE** in September 2009, Millman has not looked back. There's something Millman is doing that is clicking with new audiences and that's good news for this Springfield, New Jersey young lady. Soon Millman will be able to reach thousands of people when she performs the first single **THROWIN' ROCKS AT THE MOON** from her debut IF I BELIEVE on NBC's Weekend Today in New York on Sunday, March 13. The show will be live and people will get the chance to hear why Quizfest proclaimed back in 2009 when they reviewed her CD, "*Rachel Millman is on the move to become a superstar.*" Millman, petit in size, with a very calm yet spirited stage persona has been described as a power house vocalist singing hybrid power pop rock songs with outstanding hooks. While on stage she is engaging, funny and genuine with just the right mix of confidence and coyness. The songwriter's muse next venue performances in Manhattan will be at **The Living Room**, 154 Ludlow Street on **Saturday, March 19** at 7:00 PM and at Paul Colby's **The Bitter End**, 147 Bleecker Street on **Saturday, April 2** at 8:00 PM.

Millman will also be giving away free downloads of the acoustic version of her debut single **THROWIN' ROCKS AT THE MOON** for the whole day on February 14, in honor of Valentine's Day, to thank her fans and supporters for all their help and encouragement. Millman's artfully crafted pop record **IF I BELIEVE** features songwriting and performances from veteran songwriters and musicians. Her debut single **Throwin' Rocks at the Moon** is in heavy rotation for its second consecutive quarter on [Women of Substance Radio](#), which is part of Live365.com radio. It was one of the most popular songs when it was featured at the end of last year and the producers decided to keep the song in rotation starting out this year on the Hot AC playlist.

Millman is in pre-production for her sophomore release and will be recording songs from some of her favorite songwriters including Ellis Paul, Alan Glass, Anthony Krizan and Keith Reed. Denise Marsa who has been mentoring Millman will be in charge of the production and the CD will be released through Marsa's label KeyMedia Group and Millman's label Gila Enterprises. Millman is also a featured artist in a new unscripted documentary TV series Marsa's company is developing [THE MUSIC MENTOR](#).

For more information about Rachel Millman and for photos, reviews, music and more, please visit [www.RachelMillman.com](http://www.RachelMillman.com).

**About Rachel Millman:**

A talented, engaging and charismatic up-and-coming indie pop artist, Rachel Millman is being touted as a fresh and exciting new interpreter of songs, a songwriter's muse, and an artist on the rise! A native of New Jersey, Millman grew up singing in chorus and performing in school musicals as far back as she can remember. With a college degree in communications from Penn State under her belt, after graduation in 2008 Millman decided to turn her energy and focus back on her career as singer. With various opportunities singing on regional TV and radio commercials, and with the help of several music industry veterans, she launched her own label Gila Enterprises, LLC and teamed up with KeyMedia Group to release her critically acclaimed debut EP "IF I BELIEVE". Millman also recently joined a long list of music luminaries performing for **Musicians on Call**, a non-profit organization dedicated to healing patients through live and recorded music. Her love of children and her love of singing are greatly enhanced by this new association.

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## ***About Rachel Millman***

On Friday night, February 6<sup>th</sup> 2009, at Arlene's Grocery on the lower east side of NYC, where all the hip alt rock and folk bands from all over the country stand up and share their music every hour on the hour until almost dawn, Rachel Millman stood up to a packed room in the middle of a Ready in 10 set and sang her first single, "**Throwin' Rocks at the Moon**," live for the first time with the band since they had recorded the song. The crowd (fans of Ready in 10 and Rachel Millman) went crazy. Cameras and cell phones were above heads and flashing and everyone wanted to know where and when they could download the tune. Rachel was in fact...over the moon, as it had been over five years since she had performed live with a band.

Rachel Millman was born and raised in Springfield, New Jersey and singing has always been a part of her life. She started participating in school choirs and learned to read music while performing in musicals throughout grade school. At age 14 Rachel landed her first starring role as the Narrator in *Joseph and the Amazing Technicolor Dreamcoat*. It was an indelible experience that was to alter her life. Having the responsibility of carrying a show as a lead proved a great fit. It was during this time she began her professional voice training. With an impressive three octave range, and the determination to "work" that voice, Rachel began to study with vocal coach Jennifer Little, who urged her to take her gift seriously. With a few special singing engagements at family and friends' events under her belt, she embarked on learning more about becoming a professional singer and working on building her voice and her repertoire.

In the meantime, through word of mouth, Brian Reeves, a successful producer with the Jungle Room Studios in Glendale, California had heard about Rachel's incredible voice and took an interest in her career. He invited her out to his studio for an initial meeting to help her learn more about recording and the studio. After the trial trip out to LA, Rachel was hooked. She fell in love with being in the studio, and plans were made for her to go back to LA to record three songs that Brian and a collaborator were going to write specifically for Rachel. Once the songs were completed and after Rachel graduated from high school, she would be back in LA. Senior year of high school was still ahead for Rachel, with two pivotal moments that would alter how she was going to handle her singing career. She was given the opportunity to sing the National Anthem at the Somerset Patriots Minor League baseball game in front of hundreds of people in an arena setting.

She had always sung the anthem at high school basketball and hockey games, but never for a crowd this large, and a crowd that did not know her personally. The crowd went wild after she gave them her rendition, and with heartfelt praise being thrown at her, Rachel truly began to believe in her destiny as a successful singer. Around the same time, she decided to audition for American Idol after being egged on by every single person in her cell phone contact list. In August she waited on line outside the Jacob Javits Center in New York City for over twenty hours for a chance to be the next Kelly Clarkson. She auditioned in front of three producers, with three other girls standing next to her, and when she began to sing, she realized the producers were busy doing other things. They were not even listening. American Idol soon became a reality check for Rachel. Was this the only way to become a successful singer, and if not, how was she going to get noticed? Rachel was still a senior in high school and it seemed obtaining her dreams might be harder than she ever anticipated.

With the lead role of Emma Carew in her high school's production of *Jekyll and Hyde* to follow up the disappointment of the American Idol audition, Rachel realized the incredible ride she was in store for if she were to become a professional singer. The ups and downs of a professional life as a musician were going to be very challenging and as she took her final bows on stage in her last high school production, she remembers thinking, "Will I ever be on stage again?" Soon more questioning began. 'What am I going to do with my life?' was circling around her head on a daily basis. Many a teenager's dilemma, this was new feeling for Rachel, as she always believed she was born to sing. She was slated to hop on a plane in a few days to sing on the demos Brian had been working on for months. Was she ready to embark on an amazing opportunity to record the 3-song demo with an extremely experienced producer in Los Angeles?

She took the leap of faith. But during the entire plane ride out to LA, the doubt, the turmoil, the question persisted. Did she still want to be a professional singer? Thinking it may be her only chance to ever be in a recording studio, she gave it her all and the demos came out great.

During this time, Rachel was also applying to colleges and wondering what her focus was going to be. She knew she could not give up the opportunity to get a college education, and so she embarked on four years at Penn State and received her BA degree in Telecommunications. She put her dreams aside and stopped singing while in college to pursue her academic life - a decision she is happy she made. Her dreams of being a pop star had diminished, and though she continued to study voice in college, she did not step on stage even once while at Penn State. After college ended, Rachel realized how much she missed singing, and it was becoming clearer that singing was really her true life's purpose. Fortunate to have the full support of her parents and with a few jobs as a hired vocalist under her belt singing commercial jingles in a local studio, she knew it was time to seek professional advice. Having met music industry veteran Denise Marsa's father at a family party, and after sharing her stories with him, he suggested Rachel contact Denise to see if she could help. Several e-mails, phone calls and meetings later, it was decided they would work together. Denise was going to help launch Rachel Millman's career.

First up, Rachel was going to record "**Throwin' Rocks at the Moon**" which was written by the same team that wrote last summer's debut single from Marie Digby, "Say It Again," on Hollywood Records. Rachel loved the song from the second she heard it and plans were made to bring in an all star cast of players to make the record happen. Featuring Long Island's *Ready In 10*, Juno Award Winner pianist extraordinaire D.D. Jackson, and the famed Los Angeles The Section Quartet (Christina Aguilera, James Blunt) pre-production began at the end of 2008 and the recording took place in both New York City at Dubway Studios and in Los Angeles.

In December of 2009, Rachel teamed up with the **Brandeis University's VOICEMALE** to record and film her first music video of an a-cappella version of "Throwin' Rocks at the Moon", available for viewing on [YouTube](#). "**Throwin' Rocks at the Moon**" is a beautiful song about having something or someone special in your life and then letting it go, thinking you know what is best for you...and then realizing once it is gone, that you truly want it after all. The parallels to the song and Rachel's career are uncanny. With a voice people describe as beautiful, expressive, hopeful and truly magical, Rachel Millman is a young lady who just loves to sing. She loves interpreting great songs. It's not about being a star, or about how trendy she can or can't be. It's all about how lucky she feels when she gets the chance to sing. It's also about being in the studio, watching, learning and performing.

#####

**New York, New York**  
**July 13, 2009**

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## **NEWCOMER RACHEL MILLMAN TO RELEASE HER DEBUT SINGLE**

### ***THROWIN ROCKS AT THE MOON FROM HER FIRST BODY OF WORK... IF I BELIEVE***

**“Throwin’ Rocks at the Moon”** is a beautiful song performed by the talented rising vocalist Rachel Millman. The song is about having something special in your life and then letting it go, thinking you know what is best for you...and then realizing once it is gone, you really want it. The parallels to the song and Rachel’s career are uncanny. Rachel Millman has been singing pretty much since she was born twenty three years ago in Springfield, New Jersey. From the chorus as a freshman in high school to the lead by the time she was a senior, performing in musicals was the backdrop for Rachel’s passion to sing. Now, with a college degree in communications under her belt from Penn State, an eye opening audition for American Idol and her song “Waiting for Someday” being featured in the up and coming feature film “Secret at Arrow Lake,” Rachel Millman is taking matters into her own hands. Her company, Gila Enterprises, is releasing her five-song EP5 entitled ***If I Believe*** on September 1, and that’s a big step for Rachel considering she almost gave up her dreams of having a professional singing career. Becoming a professional singer in today’s pop market can be very challenging as new talent must rely on their own resources to get noticed by the music industry. Long gone are the days when labels were willing to invest the time and money needed to nurture a budding artist’s career. But Rachel is counting on her distinct and beautiful voice, a powerful and captivating song and the collaboration of talent from an impressive list of music industry veterans to help lead the way.

A classic melodic pop/rock song with intensely romantic and poetic lyrics, **“Throwin’ Rocks at the Moon”** highlights Rachel’s crisp three octave range. Her enchanting vocals, along with the song’s arrangement and production, are cinematic in scope while keeping the power-pop sound connected with Top 40 radio. The sexy and smoky back-up vocals from Sal Nastasi, whose band *Ready In 10* is featured on the record, create a playful and sensual twist on the girl leaves boy story. She is the one who walked away from the relationship and is now lamenting over her decision after he willingly and naively showed her his version of life through “rose colored glasses.” When their voices are featured on the final chorus with minimal instrumentation, the essence of the recording reaches an impact that defines the record’s intimacy. The song was written by the same writing team that wrote last year’s debut single “Say It Again” from Hollywood Records’ Marie Digby: Jim Dyke, Marc Nelkin and Eric Sanicola. Featured on the recording along with *Ready in 10* is Juno Award winning jazz pianist D.D. Jackson. Jackson plays both piano and Hammond organ on the record. *The Section Quartet* provided the string arrangement and performances, and are best known for their album *Strung Out on OK Computer: A Tribute to Radiohead*, “Beautiful” by Christina Aguilera and “You’re Beautiful” by James Blunt. Singer/songwriter Denise Marsa produced the single.

Along with the full band mix and an acoustic mix of **“Throwin’ Rocks at the Moon,”** ***If I Believe*** also features three songs produced by Brian Reeves from California’s Jungle Room Studios. “If I Believe,” “Hold On To Me” and “Waiting for Someday” were co-written by Reeves, Michelle Mangione and Joy Bonner.

With an all star cast, a song destined to be a classic and a voice that touches a nerve of hope and resilience, Rachel Millman is carving out her place in pop music with her debut release, ***If I Believe***. Visit Rachel at [www.rachelmillman.com](http://www.rachelmillman.com) and [www.myspace.com/rachelmillman](http://www.myspace.com/rachelmillman)

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# RACHEL MILLMAN - IF I BELIEVE

## Reviews/Quotes

**Jeff Marks, Opening Ceremonies Producer, JCC Maccabi Games / Richmond, VA** - "Rachel Millman recently performed for the Opening Ceremonies of the JCC Maccabi Games Richmond, VA. Rachel's performance was spectacular! She is an extremely talented singer with a gifted voice and a very tight band."

**Theiemommy.com** – "You know when you have a winner when the initial track just draws you in, perks up your ears and has your attention. Rachel Millman is a pretty young artist, with a great voice and even greater future ahead. I look forward to hearing her next CD."

**Quizfest** - "Rachel Millman is on the move to become a superstar."

**New Voices, National College Magazine**- Enter Rachel Millman, a Jewish musician from New Jersey who released her first album on September first, entitled "If I Believe." Her carefree style recalls Michelle Branch with a touch of John Mayer's lyrics. Her poetic language addresses life's struggles and coping with loss. Her perseverance echoes through her entire album, emerging in a verse of her song "Throwin' Rocks at the Moon."

**Santa Fe Sentinel, University of Gainesville, Florida** - A recent graduate of Penn State, Millman also signed on with KeyMedia Public Relations. On September 1st, 2009 Millman's debut album If I Believe hit iTunes with "Throwin' Rocks at the Moon." Her strong passion for music and her perseverant attitude only intrigues the audience to want more.

**The Dirty T Shirt Review** -I love all sorts of music and I was very pleased with this album. My favorite song from this album is "If I Believe" for some reason it reminded me of my teenager years, when I was full of hopes and dreams of my future. Rachel has a beautiful, soft voice which she uses to hit the notes just right. Very talented singer and I am looking forward to hearing more from her. My tween daughter loves it and has claimed the CD as her own. I recommend If I Believe to everyone.

**Power Women Magazine The Latest News For The Power Woman Worldwide**- Wow what an enjoyable new voice to hear! very refreshing and such talent! Rachel Millman sent her new CD If I Believe! this 5 track CD is just wonderful.

**TarasViewoftheWorld.com** - Rachel's music is very easy to listen to and I really love "Throwin' Rocks at The Moon." The lyrics are great and completely family friendly.

**The Army Wife**- Rachel's songs are inspiring, uplifting, and very personal. Rachel definitely has talent and her vocals are absolutely amazing. My favorite song on the CD is "Throwin' Rocks at the Moon." The background music fits perfectly with the music and the great thing is her voice alone makes the CD wonderful.

**Mommies With Cents**- "I know this girl is on the rise, this new album rocks! I've been listening to this CD on my 10 minute commute to and from work for the past week. The lyrics are catchy and the music is pretty. A few of the songs actually remind me of songs that would be in a Disney movie. My two year old yells from the back seat- "Again, Mommy! Again!" when a song ends so I guess he has been enjoying it too! I agree that this CD would make a great gift for a tween/teen."

**All Because Two People Fell in Love**- "Throwin' Rocks at the Moon is part of her recently released five-song EP entitled If I Believe and is the perfect holiday gift for the tween/teen crowd. What a beautiful voice!! Rachel has a voice that is so clear and pure! Reminds me of a song that should be in a romantic movie! Rachel has that voice that you never get tired of hearing! Just amazing so talented!"



[www.RACHELMILLMAN.com](http://www.RACHELMILLMAN.com)

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#### WHERE TALENT TAKES CENTER STAGE

**KeyMedia Public Relations** is a boutique marketing and public relations firm founded by music veteran **Denise Marsa**. We bring visibility and opportunities to our clients in the arts & entertainment industries. **KeyMedia Group** is a full service production, promotion, artist mentoring and Management Company. As a conduit for new talent, we develop and launch artists and performers while providing opportunities for long term associations with labels and other entertainment industry professionals.

The company's current roster represents a wide range of musical genres and styles, whose sounds can be appreciated and enjoyed on a global level. KeyMedia strives to find artists/groups with personal and distinct sounds; these eclectic and matchless sounds translate for many people of different generations, backgrounds, and countries.

**Rachel Millman/EPK © 2011 KeyMedia Group/Gila Enterprises, LLC**

**Denise Marsa**  
A horizontal bar consisting of a series of small, colorful squares in various colors including red, orange, yellow, green, blue, and purple.  
**PRODUCTIONS, LLC**