



[MUSIC]

Love Song

Katie Armiger and GAC team up for a most unusual contest

WHEN GAC DIRECTOR OF MUSIC Marketing John Alexander and Cold River Records' Pete O'Heeron confirmed up-and-coming singer-songwriter Katie Armiger as GAC's February Entertainer of the Month, they wanted to find a completely distinct way to promote her. A little brainstorming produced one incredibly original contest idea, which they've titled "Capturing a Love Song with Katie Armiger."

Sure, we're all used to the kind of promotions that offer contestants an opportunity to win a brief meeting with an artist in the studio or at a concert—some fun and a free vacation, right? But

what if the winner and a guest had the opportunity to join the artist up close and personal to write a song—a love song even. Then, say, that hypothetical artist actually went straight into the studio, with the winner there to watch, and a few days later the original love song was available on iTunes. Oh yeah, and the winner got full credits as the song's co-writer, and accompanying royalties. Sound impossible? Well, that's exactly what's happening.

The contest runs from February 1-28, and the winner and a guest fly in to become Nashville songwriters in March. "I'm *really* excited. This is one of the more interesting contests I've

ever heard of," says Armiger. "I love songwriting. Some of it just pops into my head—I know the story and where it's going, and I'll go write it myself. When I don't know where the story goes, that's when I usually work with other writers." Armiger herself currently lives in Summerland, Texas, and plans on moving to Nashville permanently when she turns 18 in a few months.

In addition to promotion on GAC, FYE stores nationwide will also be in on the contest, including a taped phone message from Katie Armiger for all their rewards members.

So if you've always dreamed about writing a romantic song with your loved one—maybe with the help of a nationally known recording artist—now's your chance. Go on now, put the magazine down just long enough to log on and enter ... your coffee will still be hot when you come back to finish reading (gactv.com).

— Stephanie Stewart