

## FOR IMMEDIATE RELEASE



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### Impact Artist Promotions Launches New Website for Metal Band Slikhelvetika

**Gilbertsville, PA USA** - (26-Apr-09) **Impact Artist Promotions, LLC (IAP)** recently completed development of a new website ([www.Slikhelvetika.com](http://www.Slikhelvetika.com)) for metal rock band, **Slikhelvetika** to support the release and international promotion of its 2009 album, "Hafnium".

The dynamic database-driven site is the most comprehensive and powerful artist website that IAP has developed to date. Developed in the latest Microsoft .NET environment, the site features IAP's custom Content Management System (CMS) which allows the site manager to control 95% of the site content live-time 24/7 via Internet browser access with no knowledge of HTML design required. In addition to controlling the vast majority of text content on the site, Slikhelvetika's site manager also has complete control over the streaming MP3 player content and functionality, the Flash auto-play slideshow photo gallery, band member photos and info, discography listings with integrated online shopping and much more.

In addition, IAP has paired the new site with two matching **Power Press Kits (PPK)** - IAP's global electronic press kit solution - to assist the band and its management in their international promotional efforts. While one PPK is linked directly from the site and used for press and booking applications by the band, a second PPK is private and setup for use exclusively to promote the band to inside-industry contacts by Slikhelvetika's public relations firm, **Chipster PR & Consulting, Inc** ([www.ChipsterPR.com](http://www.ChipsterPR.com)).

IAP worked closely throughout the project with Slikhelvetika front-man and leader Mikhall Myers who has been a customer of IAP since 2004. In addition, IAP worked with Chipster PR President and CEO, Chip Ruggieri (Judas Priest, Uriah Heep, Black Sabbath, etc.), and with **Allure Artist Management** ([www.AllureArtists.com](http://www.AllureArtists.com)) founder and CEO, Ken Cavalier to provide a comprehensive framework of online promotional tools to assist them in their promotional efforts for Slikhelvetika moving forward. Both companies have been contracted by Slikhelvetika to provide a professional, focused blast of promotion in the industry for the band and its album.

"Hafnium" was recorded, mixed and coproduced by Grammy-nominated engineer and producer **David Ivory** ([www.IvoryProductions.com](http://www.IvoryProductions.com)), a long-time friend and affiliate of IAP. All artwork for the website, two custom PPK themes and Slikhelvetika's Myspace background was designed by IAP based on and complimentary to the "Hafnium" album art.

#### **About Impact Artist Promotions:**

**Impact Artist Promotions, LLC** has been providing entertainment marketing and artist development services since 2003 including electronic press kits, website development, complete marketing and promotional packages, booking and management services, media promotions, public relations services and more. Artists with whom IAP has worked have received international radio play, toured the nation opening for national acts, placed music on major-movie soundtracks and gone on to sign record deals with major labels. IAP has also provided contract services for **Wind-up Records** including photography for **Seether's** "One Cold Night" album art and bonus DVD and video services for artist **Stefy** and actor **Jesse Metcalfe** (Desperate Housewives).

Additional information on IAP can be found by visiting [www.ArtistPromo.com](http://www.ArtistPromo.com). Additional information on IAP's Power Press Kits can be found by visiting [www.PowerPressKits.com](http://www.PowerPressKits.com).

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