



## POLLSTAR

### Scheduled To Appear – 05/18

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Add singer/songwriter Jewel to the rapidly growing list of artists who've abandoned the traditional model for getting their music to fans and left it lying on the junk pile with the cathode ray tube and the cassette player.

Jewel and her record company Big Machine Label Group have signed on with Pittsburgh's Velocity Broadcasting and the company's "First Spin" concept, which is sort of a mashup of a record release party, a Q&A session, a concert, a satellite broadcast, a video conference call and a documentary.

The singer will launch her new album, *Sweet and Wild*, on June 7 with a ticketed interactive concert that will be broadcast to "Velocity HD Digital Suites" in some of the country's top clubs and restaurants (including Morton's Steakhouse and Maggiano's Little Italy), as well as movie theatres in more than 75 cities across the U.S. and Australia.

Fans will be able to interact completely with Jewel, requesting songs, asking questions and even becoming part of the show thanks to HD cameras that will be distributed to attendees for use at each venue.

Twenty high-definition cameras broadcasting in 1080i HD and 7.2 surround sound will capture not only a full concert, but a live, backstage perspective of the singer preparing for the show.

And when fans leave the event, they'll have not only memories of taking part in a unique experience, they'll also be able to take home an autographed copy of *Sweet and Wild* – a full day before it hits stores.

Fans who opt for shows at Morton's, Maggiano's or ClubCorp's private club locations will also get dinner, which is included in the price of their tickets.

Autographed copies of *Sweet and Wild* will be available as part of a deluxe ticket package.

For complete information on Jewel's innovative album launch party, including a list of cities and venues participating, visit [VelocityBoxOffice.com](http://VelocityBoxOffice.com).