

Jewel's "Sweet and Wild" interactive release party

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In just 2 weeks, country music artist Jewel releases her new album, *Sweet and Wild*.

Jewel's successful career began here in San Diego, when she was discovered singing in Innerchange coffee shop in 1993. Her first album, *Pieces of You* (1995), became one of the best selling debut albums of all time.

Due to the inevitability of music downloading and digital file sharing, several musicians are turning to new technological methods to overcome the struggling music industry. Jewel is one of these artists to take such initiative.

To promote her new album, Jewel is joining forces with Velocity, "the world's largest global, private, high-definition broadcasting network," to throw an epic CD release party. Velocity produces and broadcasts specialized programs to private screening rooms in popular restaurants and clubs around the world, allowing anyone willing to buy a ticket the chance to attend a concert... without having to actually attend a concert. Furthermore, attendees can enjoy a delicious dinner while viewing the live concert in an HD Digital Suite. Fans can also enjoy the show from a movie theater; be sure to check your local theater for showings.

For one day only, on June 7 (a day before her album's release), Jewel will perform songs from her new album in a TV studio in Pittsburgh. Her performance will reach audiences around the world in what Velocity calls a "FirstSpin interactive concert." Jewel's *Sweet and Wild* debut party will allow viewers to immerse in the almost-like-you're-actually-there concert experience with the 7.2 surround sound and 20 HD cameras, capturing every angle of Jewel's live performance, including backstage, according to Velocity. And although you're not physically at a concert, it's almost better because you don't have to stand for hours or deal with sweaty crowds.

Furthermore, according to [The San Diego Union Tribune](#), this interactive concert has plenty of perks—"fans will receive handsets that will allow them to ask Jewel questions, request songs and participate in a Jewel trivia contest." And of course, you can win some awesome prizes, like a Jewel iPad.

The San Diego venue to feature the live concert is downtown's [University Club Atop Symphony Towers](#), which is opening its doors to nonmembers for the big event. The chefs at the University Club are celebrating Jewel's World Premiere by preparing a specialized menu for fans. [Ticket price](#) includes a signed copy of Jewel's new album, so get yours before they sell out!

On June 7th, be ready to experience—right here in San Diego—Jewel's "unplugged, uncensored and unbelievable" interactive concert!