

Beat: Travel

MASTERCARD And APPLE MUSIC PRESS play on Priceless Cities soundtracks

Experiences in TORONTO and MONTREAL

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USPA NEWS - On August 15, Mastercard Priceless Cities was turning up the Sounds of summer by announcing a New Program with Apple Music. This Program will tie Mastercard's Priceless Cities Experiences in Toronto and Montreal to specially-curated Playlists by well-known Canadian Artists and Influential Music Lovers, so Cardholders can experience the city they love through the Eyes and Ears of their Favourite Artists....

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- In Toronto, playlist Curators include :

* Keshia Chant , a Toronto Native set to drop a new full-length Album later this year. She's also one of Canada's most Versatile Artists. From Singer to Songwriter, Actress to Philanthropist, Keshia does it all. As Host of the Iconic Music Show '106 & Park', she gets a behind-the-curtain look at the biggest things in Music and Culture.

* Lana Gay, a Music Journalist, Broadcaster and the Afternoon Host on Indie88, 88.1 FM in Toronto. She is fixated on Independent Canadian Music, the Arts, and is an Advocate for Children's Literacy. She knows the Value of a Cold Beer, an Old Record and a Great Pair of Cowboy Boots.

* Dean Brody, Superstar Country Artist with 13 Canadian Country Music Awards and two Junos under his studded Belt. Between cleaning up at Award Shows and Writing Songs, Dean continues to crank out Tunes that Fans can't help but sing along to.

- And in Montreal :

* The Dears, a Band at the Centre of the Montreal Music Scene. The Band emerged out of the early noughties Canadian Indie Renaissance, cementing their Orchestral-pop-noir Sound with celebrated debut Album End of a Hollywood Bedtime Story, in 2000.

* David McMillan, Owner of Montreal Restaurant Joe Beef. He believes that Music is a Key Ingredient in creating the Perfect Atmosphere and that Restaurants are an extension of our Homes. His Philosophy is simple : feed the Customers what we'd be excited to Eat, Play Music we'd want to listen to.

Source : MasterCard Canada

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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Editorial program service of General News Agency:

United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com