

Music Choice announces the winner of their nationwide search for undiscovered talent

by Bend Weekly News Sources

Music Choice, the premier multi-platform music network that reaches millions of music fans through their televisions, online and cell phones announced today the winner of their nationwide search for unknown talent to feature on their highly-popular original program, Fresh Crops. The Brooklyn-based band, Infidels, will be featured on the February edition of Fresh Crops airing February 12th to March 11th on Music Choice's free video-on-demand music service, the No. 1 video-on-demand service in the country.

Rooted in the Williamsburg artists community, the hotbed of Brooklyn's musical talent, Infidels' modern rock sound and 'do-it-yourself' attitude made them a perfect band to showcase on Fresh Crops. Beginning back in September 2006, Music Choice producers sought to tap the rich mines of unknown, unsigned talent across the United States by offering musicians the chance to be featured on Fresh Crops, a program that showcases the hottest emerging acts across a variety of genres. After reviewing a mountain of submission tapes that each contained 60 seconds of an original music video, it was the Infidels that caught the judges' eyes and ears. Self-described as an "indie art punk band", Infidels, who have been making music together since 2004 and released their independent EP, *Your Hidden Skeleton* in 2005, are a perfect fit for the eclectic line-ups that Fresh Crops offers. "Rooted in the Williamsburg artists community, the hotbed of Brooklyn's musical talent, Infidels' modern rock sound and 'do-it-yourself' attitude made them a perfect band to showcase on Fresh Crops," says Justin Prager, Director of Rock & Pop Programming for Music Choice. "For an up-and-coming band the opportunity is a golden one. With close to three million orders for Fresh Crops in 2006, the Infidels are about to be introduced to a huge nationwide audience. In addition, the Infidels have the chance to impress music industry insiders as well; already three artists previously featured on the show, James Blunt, Chris Brown, and Corinne Bailey Rae have gone to garner Grammy nominations for "Best New Artist". As for Infidels themselves, the potential of this rare chance hasn't been lost on them. "Winning the competition is a great honor for us and we are both excited and proud to have done so. We're very grateful for what is a huge opportunity for us and we hope to make the most of the entire experience", stated Infidels' keyboardist Scott Wortman.

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