

Hip Hop Artist Mims Continues on Microsoft Zune Tour

Written by Westside ID3570
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The #1 Billboard Hot 100 charting hip hop artist Mims kicked off his schedule earlier this month in his New York City hometown and continues to hit twenty-seven cities on a tour that focuses primarily on nightclub venues.

The Microsoft Zune Tour is bringing "Music Is My Savior" tracks such as "This is Why I'm Hot," "Just like That," and for the first time, his forthcoming single "Like This," among others from the hip hop artists' debut CD to life on stage for many MIMS fans in cities across the country.

The hip hop tour is being sponsored by Zune and promoted by the global digital music promotions company Digiwaxx Media, whose dominance in both the music and technology industries successfully garnered the partnership between MIMS and Zune. The tour will hit cities in a hard-to-miss, technologically state-of-the-art tour bus wrapped in MIMS' likeness. The tour will serve to unveil an on-going, national partnership between the hip hop artist MIMS and ZUNE extending beyond the tour.

"The partnership between MIMS and Zune represents the new age of marketing," says Digiwaxx Media CEO, Corey Llewellyn. "The collaboration between an innovative company and an innovative artist showcases the emerging importance of technology within the ever-changing music industry."

"I'm excited to join forces with a powerful company like Microsoft," says MIMS. "This isn't just a great move for me but this is great for Hip Hop music across the board. In introducing the Zune digital media player into the Hip Hop community it further shows how powerful Hip Hop music is as a long-standing branding influencer."

"When we first developed a relationship with MIMS last fall we could tell he was someone we wanted to build with," said Christina Calio, director of music marketing for Zune. "Zune is excited to partner with him on this tour and we look forward to identifying and supporting other artists in similar ways."

Breaking Billboard Hot 100 chart history for the third time ever with his smash hip hop single "This is Why I'm Hot," MIMS leaped to the #1 chart position (32-1) in March and has acquired

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the ears of the nation from radio waves to major sporting arenas. MIMS has the fastest selling platinum ringtone in the country. His new single "Like This," will hit airwaves next week (April 16th

). His debut album "Music Is My Savior" was released on March 27th and is in stores now.

Music Is My Savior / ZUNE Tour Cities Include:

APRIL 2007

4/12 - Washington, DC

4/13 - Memphis, TN

4/14 - Charlotte, NC

4/15 - Orlando, FL

4/19 - Savannah, GA

4/20 - Oxnard, CA

4/21 -Hartford, CT

4/22 - Atlanta, GA

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4/26 -4/28 - Miami, FI

4/29 - Phoenix, AZ

MAY 2007

5/1- Minneapolis, MN

5/2 - Fresno, CA

5/3 -San Francisco, CA

5/4 - Bakersfield, CA

5/5 - Las Vegas, NV

5/6 - Salt Lake City

5/8 - Philadelphia, PA

5/9 - Baltimore, MD

5/10 - Washington, DC

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5/11 - Norfolk, VA

5/12 - Seattle, WA

5/19 - Augusta, GA

5/24 - 5/26 - Miami, FL

5/27 - Ft. Myers, FL