

## **Recording Artist Blais Announces Upcoming Release of His Debut Single “One Night”**

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**April 29, 2008** - [PRLog](#) -- Recording Artist Blais Announces Upcoming Release of His Debut Single “One Night”

Los Angeles, California – March 19, 2008 – Producer and recording artist Blais, formerly known as E.Blaze, a Virginia native who has literally exploded onto the southern music scene this year, would like to announce the highly-anticipated release of his debut single “One Night”.

The black and Italian native with roots in Brooklyn, has established a reputation in the hip hop industry as a rapidly-rising star with the potential to become one of the next big names in the business.

“I owe it all to my fans,” says Blais, “I want them to know it, too. A good performer is not just giving a performance to an audience...it’s an exchange between the two, a connection. I feel that, and I want to communicate that message to my fans with this promotion.”

The promotion will feature all sales from the debut single including online downloads and ring tones for one dollar. “Everybody knows me for being a grinder and my fans have my back. Now each dollar will count as a believer,” he continues.

As a gesture of his faith in the dedication and support of his fans, this unique and innovative promotion will also be giving away ‘Blais Bills’, authentic one dollar bills which have been stamped with Blais’ official website. Fans can visit the site and enter to win prizes and giveaways.

Although this radical promotional strategy is not currently being used by any other urban artists, Blais’ manager Jasmine Wilson feels this creative promotional tactic will undoubtedly be tremendously successful.

“Anybody can throw away a flyer, but nobody will throw away a dollar bill,” she explains, “several websites have ran similar promotions and we thought it was a great way to reach people and give back to the fans at the same time.”

Even before the promotion gets underway, Blais has heard several skeptical remarks on the campaign from other music professionals. Many wonder what the point is of earning money off of a sale just to turn around and give it away.

“We’re not giving it all away,” Blais smiles, “but this value is so much more now. It’s all about reaching the fans. They know it’s not about me, but us. I truly believe this, and I want them to believe as well.”

The promotion kicks off with the drop of Blais’ debut single, “One Night” is scheduled to release in May 2008.

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