

Sean Sorita- Publicist  
Thoughtful Media Group, Inc.  
Work #: (818) 456-3423  
Email: [seansorita@thoughtfulmedia.com](mailto:seansorita@thoughtfulmedia.com)

FOR IMMEDIATE RELEASE: 7/7/2016  
9:00 A.M.

## **PRESS RELEASE**

### **THOUGHTFUL MEDIA GROUP, INC. INKS A MAJOR DEAL WITH A MAJOR YOUTUBE STAR**

Bethany Mota focuses on her passion to become a pop star

**Los Angeles, CA-** Our company, Thoughtful Media Company proudly announces its major deal today with the young and talented Bethany Mota. Our media company made a business alliance with Ms. Mota because she wants us to promote her new music career in pop music. Our problem is that Bethany wants to completely focus on her music career only. Thoughtful Media Company's marketing team is looking to create a brilliant campaign to showcase Ms. Mota's great "Mariah Carey voice."

Our own CEO founder Jak Severson from Thoughtful Media Group stated "We are extremely happy to have Bethany Mota on board with us. She is a talented young woman who has inspired many young women on YouTube with her awesome fashion videos. Bethany has a beautiful singing voice."

Thoughtful Media Group has found a great way to jumpstart our marketing campaign for Bethany. We are executing the following tactics:

- ◆ Creating a special one day event at Staples Center on 7/9/2016 starting at 11:00 AM where Bethany Mota will sing six songs to her screaming, adoring fans and sign autographs. The event will be an all day event with media coverage from Access Hollywood.
- ◆ Heavy promotion of Bethany Mota on all traditional media channels such as television, radio, newspaper and social media networks such as Facebook, Twitter, and YouTube. We plan on booking Bethany for singing performances on major TV talk shows such as The View, and Ellen DeGeneres.

About Thoughtful Media Group, Inc: Thoughtful Media Group is a multi-channel digital media company that produces content in Sherman Oaks, CA and Shanghai, China. It offers lead generation solutions and audience targeting. It also provides branding and integration. The company was formed in 2010.

###