

'Music in a Bottle': EcoUsable® and Luminaries to Premier New Bottle With Free In Store Performance at Whole Foods in Venice, CA

Stainless Steel Bottle Company teams with Venice Based Hip Hop Band to promote the end of single use plastics by pre-releasing two singles from the bands up and coming album 'Luminaries' as downloads inside a reusable stainless steel bottle.

August 12, 2010 (FPRC) -- Venice, CA - Joey Mendelsohn, CEO/President of EcoUsable®, Inc., was looking for ways to get the word out about the serious problem of plastic in the environment and raise awareness about the overuse of packaging in the music industry.

After approaching Luminaries, a local Hip Hop band in Venice, about his 'Music in a Bottle' idea, they agreed it would be powerful and innovative to release the Luminaries brand of consciousness raising hip hop as downloads in their own branded EcoUsable® bottle. One of the songs will be the release of their new single 'Show The World' and the other title is from the music video that gave them notoriety, 'Peace'.

'Music in a Bottle' is an EcoUsable® initiative aimed at eliminating single use plastic water bottles, while providing musicians with a new delivery mechanism to promote and sell music. 'In today's rapidly changing entertainment environment, artists and record labels are looking for new innovative ways to promote, sell and distribute music,' said Mendelsohn. Sipping water from his own Luminaries branded bottle, Mendelsohn describes his solution; 'Music in a Bottle is the perfect new way for artists to expand their distribution opportunities while promoting sustainability.'

EcoUsable® aspires to make 'Music in a Bottle' a worldwide phenomenon by joining forces with bands such as Luminaries to create a new responsible distribution method for music. This important initiative will bring attention to the 60 million plastic bottles going into our landfills, oceans and waterways every day and spread awareness about the simple solution to start using a reusable bottle.

To launch this 'Music in a Bottle' concept, Luminaries will perform a free concert inside Whole Foods in Venice. Born out of service to give voice to messages of peace, love, and unity, Luminaries inspire audiences to dance and feel empowered. Luminaries gained notoriety after becoming the number one featured video by YouTube India shortly following the Mumbai bombings. 'Luminaries are so grateful to be part of an initiative to rid the world of single use plastic bottles, and provide a more earth conscious solution.

It's a great honor to have our music tied into this campaign' - J Brave of Luminaries

If you would like more information about this topic or to schedule an interview with Joey Mendelsohn and/or Luminaries, please contact Emmanuel Obeng at (310)376-1977 or email emmanuel@ecousable.com

Luminaries are a 7 piece conscious hip hop band from Venice, CA that are here to shine the light, and serve the world through their music. For more information on Luminaries please go to www.Facebook.com/LuminariesMusic

EcoUsable®, Inc. invents, produces and markets reusable eco-friendly products that are fashionable and affordable for everyone. Their company's product line is founded on its desire to save our natural resources in an ecologically, environmentally and economical way. For more information on EcoUsable® please go to www.ecousable.com

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