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CORD MEDIA COMPANY HOSTS G2E'S ALL-STAR JAM ON OCT. 10 FEATURING FORMER MEMBERS OF CHICAGO, JOURNEY AND THE ROMANTICS AS PART OF LAS VEGAS GLOBAL GAMING EXPO

PALM DESERT, CA – (SEPTEMBER 11, 2018) – Cord Media Company, a full-service agency specializing in creative, media, public relations, integrated marketing and branding, host the inaugural All-Star Jam on Wednesday, October 10 at The Foundry at [SLS Las Vegas](#) as part of the [2018 Global Gaming Expo \(G2E\)](#). This unprecedented, invitation-only music showcase will feature former members of Journey, Kansas, Chicago, the Romantics and more, performing for a select audience of gaming and entertainment industry VIPs. Presenting sponsor [Kerr-Rheney Group](#) has confirmed the following artists will share the stage:

- Former Kansas vocalist **John Elefante** (“Carry On Wayward Son,” “Dust in the Wind”)
- Romantics lead singer **Wally Palmar** (“What I like About You,” “Talking in Your Sleep”)
- Singer-bassist **Jason Scheff** of Chicago (“25 or 6 to 4,” “Will You Still Love Me?”)
- Former Journey vocalist **Steve Augeri** (“Open Arms,” “Don’t Stop Believin’ ”)
- Country singer **Eddie Montgomery** (“Lucky Man,” “Something to Be Proud Of”)

Serving as the house band is [Sixwire](#) - one of the most respected bands in the music industry. Its members have been featured on *American Idol*, *Nashville Star*, *CMT's The Today Show*, *Good Morning America*, *The View*, and the CMA Awards, to name but a few. Surprise special guests are also expected.

“It’s going to be an amazing night of incredibly talented musicians performing in an intimate, state-of-the-art venue, with some unexpected collaborations and plenty of opportunities for the audience to participate,” said Jonas Udcoff, CEO of Cord Media. “For the artists on stage, it’s also an amazing opportunity to showcase their talents for some of the most influential decision makers in the business.”

For more information about G2E’s All-Star Jam, visit g2eparty.com.

Slated for October 8-11 at the Sands Expo in Las Vegas, the 2018 Global Gaming Expo (G2E) promises to be the largest gathering of global, commercial, and tribal gaming professionals in North America. Presented by the American Gaming Association, the convention attracts casino entertainment directors, showroom managers, marketing directors, general managers, talent bookers, tribal leaders and VIPs of the highest caliber.

Founded in 2007, Cord Media boasts a diverse roster of clients located throughout the country. The agency specializes in high-end lifestyle branding, a cornerstone of which is the gaming industry – from major casinos and luxury hotels to entertainment venues and four-star restaurants. The company has been an annual fixture at G2E for more than a decade, maintaining a presence on the convention floor by day and hosting lavish client appreciation events by night.

For more information about Cord Media Company, visit cordmedia.com.

About Cord Media:

Cord Media is an award-winning, full-service advertising and marketing agency, providing strategic planning, graphic design, television and radio production, public relations, digital solutions, website design and development, social media management, media buying, and account management, all in-house. Cord Media’s clients include: Muckleshoot Casino, Spotlight 29 Casino, Family Development, Alta Verde Group, PGA WEST, The Living Desert Zoo

and Gardens, BIGHORN Golf, Port of Everett, Teserra Outdoors, Palm Springs Art Museum and Palm Springs International Film Festival, among others. Cord Media's main office is located at 43645 Monterey Ave. Suite D, Palm Desert, CA and can be reached by phone at 760-834-8599.

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