

Music Update

Ruben "Swift" Vidal's Sugar Groove putting a positive spin on House

It's subtle and completely addictive. It's hiding behind pop releases by Rihanna (We Found Love), Usher (Without You), Jennifer Lopez (On The Floor), Ne-Yo (Let's Go) and a host of other recent Top 40 hits. It's House, aka electronic dance. And it's back in a big way -- just ask producer Ruben "Swift" Vidal, whose own journey from hip-house to house personifies the shift that's taking much of today's tunes in the right direction.

Said Swift, whose past work includes the likes of Jay-Z, Eminem, Busta Rhymes, and Justin Timberlake: "The whole point of my move to house is to show kids and young adults that there's still positive music out there. When hip-hop originally started it told stories of life in a positive light -- how to survive on the streets by being true to yourself and like that. Nowadays, hip-hop has taken it to the negative, and it's giving kids the wrong message -- go smoke this, go drink this. And I don't agree with that, so I stepped away from the labels."

To wit, Swift formed his own label, Sugar Groove, whose sole aim is to produce dance music that harkens back to the

soulful House of yore. "Sugar Groove is about house with heart and a message. As a society, we've gone through some bad times -- there's still bad stuff going on. We want to be the label that says things can get better."

Swift's approach to spreading his positive message is innovative: He drops a new video every week, a throwback to the DIY mentality of his hip-hop past. "I gotta camera. I know how to edit. I was interning at TV stations when I was 14. You learn. You work hard. You get it done."

More radical still, Swift's new label maintains an open-door policy. If you've got positive house to share, Sugar Groove wants to hear from you. "If you've got music that you're looking to get out, that has a message, give me a shout. I'm looking. I have my distribution with Sony now. I'm looking to help get it out there."

For more positive vibes and sweet beats that send the right message visit <http://www.sugargroove.com>. And be sure to catch his exclusive new remix of Drake and Rihanna's "Take Care" at <http://www.youtube.com/watch?v=yT8esazlmvU>.



Ruben 'Swift' Vidal

Promo Only Top 20 for May, 2012

1	We Are Young	Fun. f./ Janelle Monae
2	Wild Ones	Flo Rida f./ Sia
3	Somebody That I Used To Know	Gotye f./ Kimbra
4	Starships	Nicki Minaj
5	What Makes You Beautiful	One Direction
6	Call Me Maybe	Carly Rae Jepsen
7	Stronger (What Doesn't Kill You)	Kelly Clarkson
8	Pay Phone	Maroon 5 f./ Wiz Khalifa
9	Boyfriend	Justin Bieber
10	Feel So Close	Calvin Harris
11	Broken Hearted	Karmin
12	Drive By	Train
13	Take Care	Drake f./ Rihanna
14	Dance Again	Jennifer Lopez f./ Pitbull
15	Where Have You Been	Rihanna
16	Scream	Usher
17	Back In Time	Pitbull f./ Chris Brown
18	Lights	Ellie Goulding
19	Give Your Heart A Break	Demi Lovato
20	So Good	B.o.B.

Chart compiled from national airplay charts and Promo Only feedback

Promo Only
257 S. Lake Destiny Dive
Orlando, FL 32810
www.promoonly.com

The Industry's #1 Source for Music and Music Videos

U-Profit

Make more money NOW!

Proven systems that will give you proven results:

- Price Strategies
- Admissions Control
- Food & Beverage Operations
- Retail Sales
- Rental Services
- Birthday Parties
- Corporate & Group Sales
- Special Events
- Arcade & Attraction Management
- Creating Memorable Experiences

AIM™ (Alternative, Innovative, Management) system

Customized coaching programs designed to meet your needs and budget.

Bill Carlson—Success Coach
714.504.7742 • bill@bill-carlson.net
www.bill-carlson.net



By Mike Jasorka (www.rollerdames.com)