



Five Strings and Great Stories – Josh Kelley Dazzles Private Event in Chicago

Chicago, IL, July 08, 2008 --(PR.com)-- Josh Kelley, the indie-rock sensation who brought us favorites such as “Amazing,” “Only You,” and “Almost Honest,” performed a private acoustic show for guests of Hotel Indigo® Chicago-Downtown, one of fifteen of the new branded boutique hotels.

Josh's set began somewhat inauspiciously as his guitar string snapped and launched off the end of his guitar. But, in typical Josh Kelley fashion, he played right through the incident, bringing the crowd to laughter and loud applause. One female guest even turned his broken guitar string into a necklace and wore it out of the event. A host of other Hotel Indigo VIPs, in addition to ten MIX radio listeners were invited to attend the exclusive event that was produced by VerveLife, a Chicago-based [entertainment media](#) and technology company.

Kelley is a familiar face both to Chicago and to Hotel Indigo. He has played numerous venues and festivals, several of which were sponsored by the MIX, and even launched his new album, “Special Company” at a private event here last February. Kelley was featured in the Hotel Indigo, “Music for You” podcast series this past spring, an ongoing campaign designed and executed by VerveLife. They sat down with Josh and asked what it meant to be part of the experience. “It gives guys like me a chance.” The music industry is changing for the better and it forces us to become the “ultimate musician,” encompassing all elements of business and music.”

VerveLife, regarded as a thought leader in the branded entertainment space, brings artists like Josh Kelley together with leading brands like Hotel Indigo to create exclusive, mutually rewarding relationships that help create real, emotional connections between them, their fans, and their customers. “Events like these bring new hip clientele to our hotel, and the intimate setting allows for a true artist meet and greet,” says Angie Hines, In.keeper of Hotel Indigo Chicago-Downtown. “It let's our guests be inspired by the hotel and the environment. Anyone who follows him will enjoy this hotel.”

About VerveLife

VerveLife, a leading entertainment media and technology company, delivers a suite of specialized media and technology solutions to global brands, agencies, and content publishers. The first truly turn key solution of its kind, VerveLife enables brands to instantly “Engage & Reward” their customers with the hottest digital media on the planet, including music, games, and movies - all via custom, high impact web and mobile experiences - while providing media publishers with the ability to publish their content directly to tens of millions of consumers. VerveLife is regarded by a growing list of brands and their agencies as the thought leader in the space, and is poised to be a primary driver of the conversion from traditional promotions and premiums to digital, a multi-billion dollar opportunity.

About Hotel Indigo

The newest member of the IHG (InterContinental Hotels Group) family, Hotel Indigo is the industry's first branded boutique hotel experience. It is uniquely designed to appeal to guests who desire affordable



luxury, personal service and an alternative to traditional hotels without sacrificing any of the businesses amenities they have come to expect. Renewal is the soul of Hotel Indigo's retail-inspired design concept - thoughtful changes that are made throughout the year to keep the hotel fresh. Guestrooms feature signature murals, area rugs, fluffy duvets and slipcovers that will change periodically, while public spaces will be transformed seasonally through changing aromas, music, artwork, murals and directional signage. From relaxed café dining to high-style rooms - Hotel Indigo creates an intriguing, warm and inviting environment for guests.

The Hotel Indigo brand is quickly expanding throughout North America, with 15 locations open and more than 60 under development, either in the pipeline or in final negotiation. For more information on Hotel Indigo, please visit www.hotelindigo.com.

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