

CFM Inks Publicity Deal with Top PR Firm

/EINPresswire.com/ (New York, April 12th) [Coalition Fight Music](#) the only music group to sponsor high-profile celebrity athletes in the UFC, Bellator and Europe's leading promotion UCMMA announced today the band has finalized a lucrative, multi-tiered partnership agreement with media powerhouse [The Hype Magazine Media Group](#) (Hype).

News of the deal first broke on social networking site Twitter when CFM CEO and Executive Producer Tony Savo (@statecyde), tweeted: "Its official everybody, CFM has signed with Hype!! #CFM #TeamHype #DreamsComingTrue #BottlesPoppen" and has since been confirmed via the band's official website.

Terms of the strategic partnership guarantee Hype exclusivity as the official media partner of CFM and include promoting the group on its various print and online platforms that span from Star Force Hip-Hop to Yahoo.

In his statement regarding the new deal with Hype, CFM's Tony Savo was quoted as saying the following; "Being in the indie music scene, this is one of those breakthrough moments you always dream about. Hype is an industry heavyweight and having them in our corner, further cements our brand and legitimacy in the mainstream. We're looking forward to a very prosperous relationship in the years to come"

Meanwhile Hype CEO and Editor In Chief Jameelah "Just Jay" Wilkerson had this to say; "Coalition Fight Music" is a client that every media sponsor or [PR firm](#) dreams of...they get it! Hard work, quality product and stone cold professionalism, will dominate and CFM with Tony Savo at the



CFM Logo



The Hype Magazine

helm, represents those ideals. Hype is excited to work with CFM as they continue to grow their brand now and into the future.”

The Hype Magazine Media Group, which is quickly approaching its 11th year anniversary in the entertainment industry, averages over 4 million views or “hits” per month on the firms official website and its flagship print edition “The Hype Magazine” is the worlds #1 digital magazine with featured clients that include, 3 Time Grammy Award winning producer Mil Tikit (Bad Boy ENT), 2013 SXSW standouts EDUBB, Blanco Caine and DJ Hustle.

Coalition Fight Music initially made a name for themselves in the “fastest growing sport in the world, MMA” by developing custom “walkout tracks” for action sports professionals and by supporting a number of social justice campaigns. Widely regarded as the “kings of fight music” the band has been featured on major platforms that include ESPN, USA Today, Tapout Radio, Sky TV and Time/Warner Media Group.

For more information visit www.coalitionfightmusic.com or contact Tony Savo at (916) 756-5653

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