

10 A-List Producers Re-Imagine 'Funkytown' Hit in Genres Ranging from A Cappella to Metal and More in 'The Funkytown 15'

37 Years of Frequent Worldwide

Placements in Film, TV, Advertising &

Other Channels Since Original Release in 1980 at the end of the Disco era.

MINNEAPOLIS, MN, UNITED STATES, February 14, 2017 /EINPresswire.com/ -- After being featured

“

I thought there should be different styles of the song so future generations could discover it, like those who discovered it in Shrek 2 when it was prominently featured in that popular 2004 film.”

Steven Greenberg, who wrote 'Funkytown' under the Lipps, Inc., moniker

in more than 100 movies, TV shows, TV and print advertising, and other media platforms around the world since it was an international hit in 1980, "Funkytown," the one-hit wonder, has now morphed into 15 new incarnations* on [The Funkytown 15](#) (F15).

Shaped by veteran A-List industry producer-musicians like [Ed Boyer](#) (Glee, Pitch Perfect, many others), [John Fields](#) (Nick Jonas, Miley Cyrus, Switchfoot, Demi Lovato), Steve Lu: (Shakira, Christine Aguilera, others), Aaron Alexander (numerous jazz and Klezmer groups) and others, the new versions of "Funkytown" range from A Cappella to Metal, Classical, Klezmer, Marching Band, Blues, Jazz and more* (there's even a delightful Christmas mash up).

The unusual but highly engaging collection is the brainchild of the man who wrote the original under the Lipps, Inc., moniker, Steven Greenberg. Greenberg also served as the project's Executive Producer. The innovative re-imagining of the tune from the end of the disco era has been heard on everything from The Simpsons, Contact, Oprah, Friends, ER, Shrek 2, professional sporting events like the Olympics in Italy, to car ads for Nissan Volkswagen, etc. (See The List in Media Kit -- by request).

The Funkytown 15 had a soft launch on iTunes, Amazon, Spotify, Pandora and other channels late last year. It was inspired, in part, by an old collection of "Louie Louie" covers Greenberg liked from a Rhino Records compilation -- and the song's apparently endless appeal to Music Supervisors, advertising creatives and the general public, including new generations who have discovered it in different mediums.

"I wanted each genre version of 'Funkytown' to stand on its own, like each is its own work of art, and I think the producers on every version did exactly that," says Greenberg. "But the reason I wanted to create these different 'Funkytown' genres was primarily for the future."

"I thought there should be different styles of the song beyond the original disco version, so that future generations could discover it, the way that the generation that grew up with Shrek 2 was turned onto it when it was prominently featured in that popular film in 2004. That one film made it a gold record again in the digital download age," Greenberg adds. "I really like how these new tracks came out, but I

don't think I'm done yet 'cuz it was so much fun -- and there are more key genres that it can be adapted to like Country, Salsa, Hip Hop, EDM, Techno and more."

"We have been actively pitching and working this amazing composition for years with much success," notes Wendy Christiansen, Senior Vice President for Film and TV, Strategic Marketing & Sync Licensing for Warner/Chappell Music, which publishes and licenses "Funkytown." "The ongoing interest in 'Funkytown' after more than three-and-a-half decades -- and the prominent placements it's had in variety of media -- makes it even more of a singular blockbuster brand unto itself! And we look forward to creating new opportunities for many years to come."

Funkytown 15 Video Samples (Youtube Teasers and B-roll)

- Marching Band

<https://www.youtube.com/watch?v=oBaR9mBE1R4>

- A Cappella

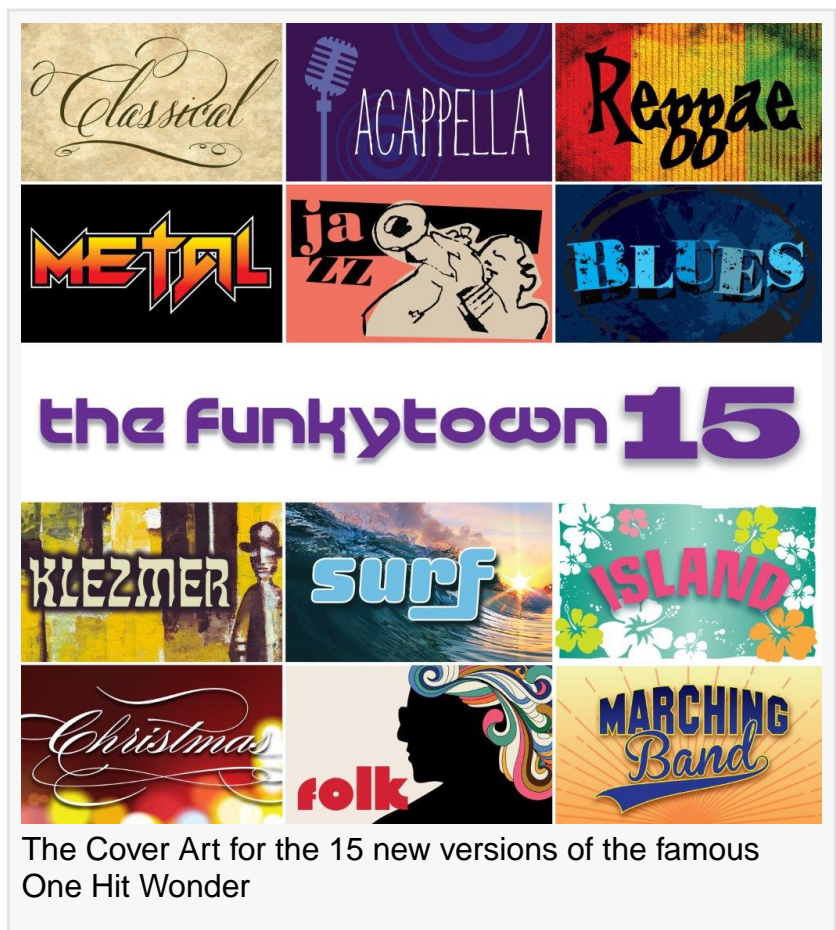
<https://www.youtube.com/watch?v=Diwwz8w-DiU>

- Reggae

<https://www.youtube.com/watch?v=68U8G6KRh5g>

*Genres

- CLASSICAL (string quartet)
- CHRISTMAS
- METAL (vocal and instrumental)
- MARCHING BAND
- A CAPPELLA
- REGGAE
- ISLAND (steel drums and vibes)
- ACOUSTIC BLUES
- JAZZ (piano and alto sax)
- FOLK
- FOLK ROCK
- KLEZMER
- SURF



For more information -- or to interview Steve Greenberg about The Funkytown 15 or the history of

"Funkytown" itself -- please contact Martin Keller, Media Savant Communications, 612-729-8585, mkeller@mediasavantcom.com

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