



Backstageplay Inc.(TSXV:BP; FRA:DOZB; PRYNF:OTC) Announces License Agreement with alternative lifestyle band Dirty Heads

Backstageplay Inc. Announced that it has finalized a commercial license agreement with Orange County, California-based alternative rock band DIRTY HEADS

BURLINGTON, ONTARIO, CANADA, September 10, 2018 /EINPresswire.com/ -- BACKSTAGEPLAY ANNOUNCES LICENSE AGREEMENT WITH ALTERNATIVE LIFESTYLE BAND DIRTY HEADS

VANCOUVER, British Columbia – September 10, 2018 - Backstageplay Inc. (TSXV:BP, FRA:DOZB, OTC:PRYNF) (the “Company”) announced that it has finalized a commercial license agreement with Orange County, California-based alternative rock band DIRTY HEADS where the Company will create and launch a DIRTY HEADS-inspired and branded social gamesroom on its social gaming platform at DirtyHeads.backstageplay.com. The DIRTY HEADS-inspired gamesroom will launch in the Fall of 2018 and will be promoted by the band in social media throughout the promotion of DIRTY HEADS’ sixth full-length album Swim Team.

The Orange County, CA quintet—Jared “Dirty J” Watson [co-lead vocals], Dustin “Duddy B” Bushnell [co-lead vocals, guitar], Jon Olazabal [percussion], Matt Ochoa [drums], and David Foral [bass]—traffic between alternative, hip-hop, reggae, and rock with the same spirit and spark that’s powered them since the beginning.

Their signature single “Lay Me Down” achieved an RIAA gold certification and clinched #1 on the Billboard Alternative Chart for 11 weeks—a record run for that year. 2014 saw Sound of Change debut at #8 on the Billboard Top 200, garner acclaim from the likes of Esquire, and vault “My Sweet Summer” to the top of Alternative Radio. Most recently, 2016’s self-titled Dirty Heads went Top 15 on the Top 200 and spawned the smash “That’s All I Need,” which racked up over 10.5 million Spotify streams and counting. Simultaneously, they remain one of the world’s most engaging and exhilarating live acts, selling out sheds coast to coast. Most recently, Maroon 5 recorded and released the song “Visions” on the deluxe edition of the Red Pill Blues album which Jared “Dirty J” Watson and Dustin “Duddy B” Bushnell co-wrote “Visions” with Maroon 5’s Adam Levine and mc/producer, Blueprint.

“We look forward to working closely with DIRTY HEADS to create a variety of cool and relevant themed social games on our platform to enhance their connections and fan engagement in the alternative and hip-hop music market place” said Scott White Backstageplay’s CEO.

DIRTY HEADS have over 224,000+ followers on Instagram, 510,000+ following on Facebook, 70,000+ followers on Twitter and 134,000+ subscribers on YouTube, where they will focus the promotion of their current album Swim Team, their tour and their gamesroom with Backstageplay.

Please visit our corporate website at www.backstageplay.com, and our customer websites at <https://daughtry.backstageplay.com> and <https://jamesmaslow.backstageplay.com/>

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