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Electronic Press Kit Service myPPK – Power Press Kits Partners with South Plains College

Gilbertsville, PA USA – (8-May-10) [Electronic press kit service](http://www.powerpresskits.com), myPPK™ – Power Press Kits™ (PPK) (www.powerpresskits.com) has become the [online promotional tool](#) of choice for startups, stars and legends on six continents including GRAMMY® winners and nominees, American Idol® finalists, Multi-Platinum selling artists and many more. Recently, myPPK formed a strategic alliance with South Plains College in Levelland, TX to provide ongoing PPK service to the students enrolled in the Creative Arts Department program.

Power Press Kits is a proprietary online promotional service conceptualized, developed and operated by Impact Artist Promotions, LLC (IAP), specializing in entertainment marketing and performing-artist development services since 2003.

“The Creative Arts Department of South Plains College is extremely excited to partner with Impact Artist Promotions and myPPK as we direct and instruct our students in the art of promotion,” said Assistant Professor of Music and Departmental Coordinator, **Lesla Wood**. “We are a training ground for students interested in making a career in commercial music. It is our goal to provide cutting-edge, industry standard equipment and instruction.

“Our faculty, realizing the necessity for digital promotion, searched for the best, most innovative, professional facility possible. We found it in myPPK. It is our intention to partner with myPPK and provide our students with the edge they will need to succeed in this business. I cannot fully express my excitement and gratitude for the way (IAP President) Mr. Schock has crafted a program that will give my students a head start on their competition.”

IAP President, Ron Schock stated, “What a tremendous, unique and affordable way to instruct students on the finer points of advanced online global promotion techniques and technologies using the most recent industry requested, industry preferred standard for building an electronic press kit. They’re utilizing the same promotional service that is being used by GRAMMY nominees and winners, multi-platinum selling artists, American Idol finalists, Rock and Roll Hall of Famers and thousands more on six continents! How better to prepare students to be one step ahead of their competition and hit the ground running?”

“We are immensely pleased to be working with the faculty at the South Plains College Creative Arts Department to provide yet another tool in contributing to the excellent, life-shaping education that the College offers to America’s youth.”

PPK offers similar customized group programs tailored specifically toward management and booking agencies, and record labels in addition to advanced standard kits for individuals.

Since the release of Power Press Kits, performers, models, comedians, choreographers, coaches, colleges, DJs, voice-over talent, actors, authors, athletes, publicists, preachers, prophets, poets, producers and more have jumped onboard and made myPPK their promotional tool and website of choice.

For additional information on Impact Artist Promotions, visit www.artistpromo.com.

For additional information on South Plains College, visit www.southplainscollege.edu or call (806) 894-9611.

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