

FOR IMMEDIATE RELEASE

Christian Music Review (CMR) Celebrates Six Years of Bringing Music and Movie Fans Alike Informative Reviews and Content – Standing Proud On Its ‘Message-First’ Approach

ChristianMusicReview.org (CMR), the on-line music and film review & information ministry hits another milestone - marking its sixth anniversary of the launch of the site in September 2004. CMR has many big plans in the immediate future including 2010 year-end promotions, a site re-launch and a ‘hit-the-ground-running’ campaign of music and film promotions in 2011.

(Zephyrhills, FL) September 25, 2010 – When ChristianMusicReview.org’s founder Jay Heilman, at the time a 23-year-old former Christian radio personality, launched the review site on September 25, 2004 from his home in Tampa, Florida, not much was expected to come of the ‘test project’ that had gone on-line. “I remember walking away from the radio ministry, praying to God and asking Him what His plans for me were. I really thought that CMR would be a temporary thing. I thought my next ‘step’ would be one that would take me back into my dream – of working in Christian radio” Heilman recalls. “When CMR launched on-line I had to put my full trust and faith in the Lord and that He knew what He was doing. I mean, didn’t have experience writing reviews or even putting together a website for that matter. But I knew if God was for it, then I would be equipped with the tools and necessary skills.”

The site and its progress didn’t come without a cost though. The first two years were spent struggling to keep up, and to keep content relevant to the ever changing Christian music industry. CMR was a one-man show for the first two years before it took on its first couple of writers – who like Heilman were all unpaid volunteers (and still are today ☺). “I really give credit to publicists like Velvet Kelm (The Media Collective); Brian Mayes (Nashville Publicity) and Mandy Parsons (Savvy Media Solutions) who really stepped up to help us achieve what we were set out to do - help promote music that was not only entertaining, but most importantly - music that honored and glorified God. CMR’s “message-first” approach is something Jay and his ministry team stand firm on and while this stance has been sometimes criticized and scrutinized over the years, it’s a personal conviction and belief of its team that “the Lord wouldn’t have us do it any other way”, says Heilman.

CMR has taken pride in its accomplishments over the years, but has approached it in a humble manner, not looking to glorify itself - but to help others see Jesus in the projects covered. “I have been fortunate to have been able to do a lot of things through CMR that most would envy, but the bottom line is, CMR isn’t about Jay Heilman. It’s not about Kevin Davis or even Cara Fisher. It’s about honoring and glorifying Jesus Christ in all we do. Yes, we have been on movie sets and in TV shows and have even become close friends with many gifted artists - but at the end of the day, only one thing matters... Did we do something today in the name of Christ?” Heilman explains “because frankly, I love music and I love to sing myself, but when we stand before Christ to give account for our lives, I want mine to have been one that was aimed at bringing people to know Him. He won’t care about whether we like an album or song; He’ll care about two things: Did we accept Him as Savior? And did we do everything in our power to lead others to Him through our life actions, speech, work and servanthood? In the end, that’s all that really matters.”

CMR has many exciting plans coming in the next several months which will include a year-end giveaway and other promos; a site relaunch (currently in the works) which should be ready by late March 2011. Also planned is a “grass-roots” marketing-type campaign that is currently being planned and will work to focus more on individual projects. Heilman says of the new year, “Our ultimate plan is to hit the ground running next year and do everything possible to broaden the reach and impact of CMR”

The success and outreach of these plans are going to rely heavily on artists, publicists and visitors to help continue to spread the word of the work we’re doing through CMR. We’re excited to have celebrated six years on-line and we know if we’re fervent and ambitious about our work in the coming year, God can take it and do so much more with it than we could ever imagine. Not bad for a little site that was supposed to be a “test project”. We must remember that ‘with God all things are possible’. CMR proves that daily.

ABOUT CHRISTIAN MUSIC REVIEW (CMR)

ChristianMusicReview.org is a non-profit ministry and top-ranked music review website with a readership in the hundreds of thousands. The website is associated with 18 Christian record labels and all 3 major music distributors (EMI, Provident and Word). CMR has been covered in the press by the Tampa Tribune, St. Petersburg Times, Baltimore Sun newspapers and its online reviews are syndicated via NewReleaseTuesday.com and the Salem Communications’ network of local FISH radio websites. In addition to its music focus, the website continues to support Christian box office hits like *Facing the Giants*, *Fireproof* & *To Save a Life*.

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