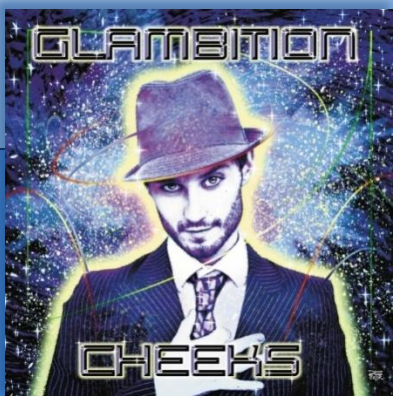


# CHEEKS



## INTERNET PHENOM TURNED GLOBAL SENSATION 'CHEEKS' TACKLES BIG IDEAS WITH 'GLAMBITION'

Hollywood, CA - August 28th, 2009 - A pop artist that writes his own songs - now there's an idea. After the groundbreaking success of his first EP, THE BOY FROM VENUS, one year ago, mixed media artist Cheeks returns September 1, 2009, with his sophomore album, GLAMBITION; a thumping, electronic tour de force that not only showcases his growth as an artist, but his ability to capture big ideas in sleek little packages. GLAMBITION blithely tackles esoteric concepts such as disposable emotions, hidden sexual desires, and the deterioration of culture.

Despite the complex issues explored, the EP of four songs provides an almost completely electronic selection of danceable tracks; Lady Gaga meets Inner Party System. Seductive vocal styling akin to Britney Spears mingled with the deliciously androgynous sound of Silversun Pickups make for a truly unique sound. Dripping with sexy naughtiness in the vein of Peaches; yet catering to lovers of electropop. Cheeks achieves a distinctly new wave feel using soaring highs blended with stimulating hooks, sparkling synths, and pounding beats to capture your attention; after multiple listens: substance in lyrics remain.

*"I like examining society. I also like sexy fun. Let's ponder our humanity...and dance!" –Cheeks*

The entirely self produced video for Cheeks' first single DOWN LOW, released August 21, 2009 on his popular YouTube channel, GoCheeksGo, has rapidly become one of the most viewed videos in several countries. He is currently in pre-production for his next single, INSTANT GRATIFICATION.

*"The minute I'm done with what I'm working on, I ride that excitement into my next project. I'm shooting a video for every song on GLAMBITION and stepping it up each time." --Cheeks*

Cheeks began crafting his art at a young age; appearing in commercials and theatre productions in his hometown of Dallas, Texas. Five years ago he followed his dreams to Los Angeles with no more than innate inventiveness and creative visions to drive him. After completing studies in film with a focus on editing and receiving notice as a dynamic and alluring stage performer at Second City and assorted venues; Cheeks broadened his focus to include music. An original song was featured in the award winning film Side Effect. Writer/director Liz Adams on Cheeks "To be so young and already such a master of blending entertainment and marketing...he's such a clever, little, new media minx."

Cheeks has appeared in several film projects; receiving critical acclaim for his ability to blend fashion, style and humor; emerging as a stand out performer. Successful modeling projects illustrate he has the physical look necessary for mainstream marketability. Aside from the upcoming release of GLAMBITION, Cheeks produces weekly podcasts on his rapidly growing social network, Cheektopia; a website where self expression, creativity, and sharing ideas is a way of life; along with socio-satirical video content. Keeping with his portrait as a progressive mixed media artist, he currently has several projects under development including a comic series based on his life in Hollywood and a catalogue of ringtones that will be "part humor, part affirmation".

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## NEW MEDIA BOY WONDER 'CHEEKS' POISED FOR SUPERSTARDOM

"I love media, I love being sexy, and I love building up others. Think of it like Warhol and Britney's baby, but raised by Tony Robbins."

These are the words of mixed media artist "Cheeks" when asked to elaborate on his art and marketing successes. In only a year's time, Cheeks has gone from Hollywood party boy to an international voice for expression and creativity driven, in large part, by peerless PR strategies.

"For me, it's about putting the right kind of thoughts into the machine that is the media. I want to promote an idea of valuing things that matter. I think people respond so strongly because, in the end, we're all human and that *is* all that matters." Cheeks routinely showcases his abilities through various media outlets to continually generate attention to his cause; harnessing the resulting resources for self promotion all across the globe. This unique approach achieves results that rival expensive promotional campaigns at virtually no cost.

"The media, at large, is my art form. It's my passion."

Through keen observation, Cheeks came to recognize the power of the Internet as a tool that could be effectively used to further sculpt his artwork and spread his message virally to multitudes of people. His rapidly growing following is privy to what can only be described as part cyber performance art, part recurring publicity stunts. After taking to his Twitter account and announcing his hard drive had been hacked; masses flocked to his various websites, frenzied for scandal. As followers surged by the hundreds each hour, Cheeks "tweeted" one final taunt indicating that the account had been "twitjacked" and an unauthorized sex tape had been posted; providing a link. The link led to his then latest video: a two minute satirization, as raunchy as it was hilarious, of the desperation to be famous. Soaring above 3,000 hits in just under two hours, the video was removed from YouTube making it an instant 'must see' controversy; later republished at his official site CheeksTV.com.



This continuous surge of interest has resulted in an expansive following of supporters who further act as a catalyst for garnering attention to his work. The resulting phenomenon is staggering. In June 2009, Cheeks was nominated by legions of fans for Mr. Twitter Universe; placing 8<sup>th</sup> overall in the competition. One month later, Cheeks was catapulted to a 4th place finish in the Ultimate World Mr. Twitter; surpassed only by media giants such as American Idol finalist Adam Lambert. Cheeks is ranked by Twitter as 30<sup>th</sup> in Hollywood; no small feat considering he officially launched his account on June 4, 2009.

The recent release of sophomore EP, GLAMBITION, has received similar success. GLAMBITION debuted in 8<sup>th</sup> place on iTunes; reaching 3<sup>rd</sup> place within the first day of its premiere. On Amazon, the album moved astonishingly from its position at 1134 to 8 within 12 hours of release. A recently developed weekly podcast, which airs on his popular social network, Cheektopia, tripled membership in less than one week following its premiere.

Cheeks is constantly researching and developing new ideas to utilize as part of his arsenal of multimedia art, which he combines with his proven methods to stimulate audiences as his message continues to spread worldwide.

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## GROUNDSWELL OF FANS RESONATE WITH ARTISTS' MESSAGE

Five years ago, self described mixed media artist "Cheeks" came to Hollywood with \$90, no place to live, and no worry whatsoever. "People sometimes say that was brave, but it wasn't. I just didn't know any better." Since he began pursuing a public career just a under a year ago, Cheeks has managed to globally connect with and cultivate legions of actively engaged participants, united by his message of love in the modern world.

"We're all assaulted every day by media. You wake up: news. You fill your tank: commercials. Stuck in traffic: music. Stand in line: phone. It's everywhere." Hence, Cheeks promotes an idea of unity through love and media. "We can hijack the airwaves and jam the channel with love. We can promote and put love everywhere. One love, all media."

In August 2009, Cheeks founded his own social network, Cheektopia, a website where members are encouraged to 'share, create, explore' common ground *aside* from their love of all things Cheeks. The 'Cheektopia Manifesto' states 'this is NOT a fan club.' Cheeks insists, "The face on the flag is mine, but that's incidental to the whole movement."

Overnight membership exploded as complete strangers began connecting with one another bridging gaps across the planet, forging real life relationships; united by their shared belief in self expression. Members combined and mobilized efforts globally forming promotional Street Teams, labeling themselves as V.I. Peeps. Followers elected 'Cheeks Peeps' as their moniker.

As a sign of his gratitude to those whom his messages have touched, Cheeks routinely interfaces with his supporters; sharing interactively through the forums, blogs, and message boards; in addition to airing weekly podcasts designed to give people insight into his various mixed media art forms and to spread his doctrine of love.

"All you need is love, one love, love conquers all -- I know the idea of love is nothing new, but that only confirms that love has been historically scarce. Let's change that."

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