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ChapStick® Sessions Applies a Spotlight on Musically Talented Lips

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ChapStickÂ® and Myspace Present a Live Stream Emeli SandÃ© Concert Event With Performances by Skylar Grey and Suzanna Choffel

(BUSINESS WIRE)--ChapStick® is giving healthier, happier lips another reason to smile next month. The ChapStick® brand is collaborating with the recently re-launched social entertainment destination Myspace to host a national live stream concert event featuring Emeli Sand© and other rising stars on Monday, February 11, 2013, at the Key Club in Los Angeles. The event is part of ChapStick® Sessions, a national initiative that celebrates what healthier, happier lips can do by shining a spotlight on musically talented lips, while supporting the advancement of music through a charity sponsorship with the Music Empowers Foundation.

Emeli Sand©, the soulful singer of the hit single "Next to Me,"• will headline the Myspace Live concert presented by ChapStick® Sessions. Earlier this year, the quickly rising music star in the U.S. released her latest album, *Our Version of Events*, which peaked at number one in the UK. Emeli also performed in both the Opening and Closing ceremonies of the London Olympics. "I am very excited to be a part of the ChapStick® Sessions concert that showcases tomorrow's stars," says Sand. "As a new artist you cherish the opportunities you get to perform and expand the reach of the music you are so proud of."

In addition to Sand©, the concert will also feature a performance by five-time GRAMMY-nominated singer and songwriter Skylar Grey, who will open for Emeli, and a performance by Suzanna Choffel, who competed on Season Three of "The Voice"• and is one of five profiled current ChapStick® Sessions artists. Local fans who attend the concert will be admitted on a first-come, first-served basis. A limited number of tickets that guarantee admission will be available for pick up at the Key Club box office, starting on Monday, January 21st. The event will also be nationally live streamed for all to view on the ChapStick® Facebook page at Facebook.com/Chapstick and on Myspace. The event will also be rebroadcast the day after the show on Myspace.

The ChapStick® Sessions initiative features five dynamic video jingles viewable on the Sessions tab of the ChapStick® Facebook page. Each song is performed by diversely talented up-and-coming singers selected by Chapstick. For each ChapStick® Sessions video shared, a $1 donation will be made, up to a total of $50,000 to the Music Empowers Foundation, which provides tomorrow's talents with the opportunity to learn, play, create and perform music.

The five ChapStick® Sessions videos are *"ChapStick® on My Mind,"* performed by Aaron "Marcellus" Sander from Atlanta and Kristin Stennis from Chicago; *"Mariachi ChapStick®,"*

performed by Flor de Toloache, the first and only known all-female mariachi band from New York City; *"ChapStick® Flavor Beat,"* performed by Derick Cross (aka D-Cross) from New York City; "Lost My

ChapStick®," performed by Suzanna Choffel from Austin; and *"ChapStick® Cherry My Berry,"*performed by Raymond J. Lee from Atlanta.

"ChapStick® brand has always focused on the importance of keeping lips both healthier and happier," said Brian Groves, Chief Marketing Officer US, Pfizer Consumer Healthcare. "Through the ChapStick® Sessions program, we are able to tap into our consumers' passion for music by showcasing new and emerging singers who put who put their healthy and happy lips to great use."

For more information on ChapStick® Sessions or any ChapStick® product, please visit www.chapstick.com or www.facebook.com/ChapStick.

About ChapStick®

ChapStick®, the brand synonymous with lip balm, cares for lips all year round. Originally created in the early 1880s, ChapStick® is known today as America's favorite lip balm. Marketed by Pfizer through its Consumer Healthcare business unit, ChapStick® offers a variety of products and fun flavors that promote happier and healthier lips. For more information on ChapStick®, please visit www.chapstick.com and check out www.facebook/ChapStick.

About Myspace

Myspace is a leading social entertainment destination powered by the passions of fans. Myspace drives social interaction by providing a highly personalized experience around entertainment and connecting people to the music, TV, movies, and games that they love. These entertainment experiences are available through both online and offline and across multiple platforms and devices. Myspace is also the home of Myspace Music, which offers an ever-growing catalog of freely streamable audio and video content to users and provides major, independent, and unsigned artists alike with the tools to reach new audiences. The company is headquartered in Beverly Hills, CA and is an affiliate of Specific Media.

About Music Empowers

Music Empowers Foundation is a 501 (c) (3) not-for-profit that provides financial support to nonprofits that offer music education programs to communities with limited or nonexistent programs. Since its inception in 2010 it has awarded over half a million dollars in grants to organizations such as The Dr. Phil Foundation, Little Kids Rock, Berklee City Music, DonorsChoose.org, the Quincy Jones Musiq Consortium and Piano Outreach of New York. For more information go to www.musicempowersfoundation.org, become a fan on Facebook or follow them on Twitter @MusicEmpowers.

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