MOST POWERFUL VOICES WINNER ANNOUNCED

GMC TV, American Heart Association/American Stroke Association, Roland Corporation and Light Records Teamed Up for National Competition

ATLANTA, GA -- May 11, 2012 – GMC TV, America’s favorite channel for uplifting music and family entertainment, and its partners in the Most Powerful Voices Competition announced that artist P. Lo Jetson has been crowned the winner of the national online talent search. The 22-year-old gospel rapper from Clinton, Mississippi, whose real name is Dale Sellers, beat out more than 500 contestants for the coveted grand prize title.

The competition, presented by GMC, the American Heart Association/American Stroke Association, Roland Corporation and Light Records ran from November 2011 through April 2012 as a fun way to educate people about stroke and showcase independent artists’ gospel and Christian music on the contest website power.watchgmctv.com.

More than 15,240 people registered to compete or vote in the competition and opted-in to receive GMC’s weekly newsletter as well as monthly stroke information from the American Heart Association/American Stroke Association’s Power To End Stroke campaign.

The top 10 finalists, who were chosen by voters, were judged by gospel music industry leaders including former Destiny’s Child singer Michelle Williams, Grammy award-nominated Hip Hop gospel artist “Flame” and representatives from Light Records, Roland Corporation, GMC TV and the American Heart Association/American Stroke Association.

P. Lo Jetson will receive:

- The opportunity to perform at the American Heart Association/American Stroke Association’s Power Weekend at a prominent New York venue (one lucky voter in the contest also won a trip to the event.)
- $5,000 worth of music equipment from Roland, which manufactures and distributes electronic musical instruments
- $2,500 from Light Records, home of today’s top gospel artists
• $2,500 travel stipend for the trip to New York
• A digital single produced and distributed by Light Records
• Personal coaching session with a renowned Light Records artist
• National recognition on GMC TV’s website watchgmctv.com

Stroke is the fourth leading cause of death for all Americans and a leading cause of severe, long-term disability. The prevalence of stroke was evident by the fact that most of the competitors had personal stroke testimonies that they shared on the competition site.

“Stroke has affected my family greatly,” said P. Lo. “My mother and grandfather suffered from strokes. That’s why I was attracted to the competition. It gave me a platform to use my gift to help raise stroke awareness and to encourage stroke survivors and their caregivers to have faith and hope. In addition, I have learned more about the disease and have been empowered to live a healthier life.”

Philip Manwaring, GMC’s SVP strategy and technology, said, “We are proud to have partnered in this extremely worthwhile initiative and to have helped increase awareness and knowledge about strokes and independent artists. We also would like to congratulate P. Lo. He is talented artist who also can speak first-hand to the importance of stroke awareness and prevention because of his family history.”

For more information about the Most Powerful Voices gospel competition and to register to receive updates for the next competition, visit power.watchgmctv.com.

GMC (www.watchGMCtv.com) is America’s favorite television channel for uplifting music and family entertainment. The Parents Television Council™ has twice awarded its Entertainment Seal of Approval™ to GMC for being “an authentic family-friendly cable network.” GMC is the only television network brand to be so honored. GMC can be seen in more than 51 million homes on various cable systems around the country, as well as DISH Network on channel 188, DIRECTV on channel 338 and Verizon FiOS on channel 224. Follow GMC TV on Facebook and Twitter at http://facebook.com/gmctv and http://twitter.com/gmctv.

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