

## Lil Jon 'Crunk Rock' Album Premiere

By Marie Conroy | June 24, 2010 11:37 EDT



Additionally, Lil Jon will have release parties in major cities, including one at Greenhouse in New York, one at the Playhouse in L.A., and others in Miami and Las Vegas.

"This album is different because it reflects pop culture," Universal Records president Monte Lipman says. "The last album was a hardcore hip-hop record from the South, but this record reflects the times with plenty of dance and club influences. That's what Jon does—he's a genre-buster. He touches them all and he's always done that."

Universal Republic senior VP of urban music Lynn Scott says the label's plan of attack is to hit Lil Jon's target market—"Men between the ages of 18 and 24 who absolutely dig his music"—from all angles. Two commercials will run on Spike TV, MTV, VH1 and Cartoon Network's Adult Swim. Lil Jon is scheduled to appear on various late-night shows, including "Chelsea Lately" and "Lopez Tonight." BET's "106 & Park" and MTV2's "Sucka Free" show are also penciled in.

A "win it before you can buy it" campaign will run on urban and crossover radio, where fans can call in for a chance to win the deluxe version of "Crunk Rock." Lil Jon is also hitting crossover radio markets in his hometown of Atlanta and Los Angeles, as well as visiting bars and strip clubs with postcards, stickers and music.

Online, Scott says there will be ad placements on iTunes, Amazon, Yahoo and AOL, as well as a strong presence on Facebook and Twitter. Additionally, Lil Jon will have release parties in major cities, including one at Greenhouse in New York, one at the Playhouse in L.A., and others in Miami and Las Vegas. The artist will also maintain his Vegas DJ residency while he promotes the new album.

If all that wasn't enough, Lil Jon produces his own wine, has a reality show in the works and continues to promote his Crunk Energy Drink, recently introducing two new flavors.

No matter the outlet, Lil Jon says he will keep transmitting his energy to his fans. "I have to keep giving it to them because my energy might get them through their day," he says. "I'm here to make people feel like they can release stress, have a good time, be positive and live life."