

FOR IMMEDIATE RELEASE

BILL MALLIA GETS A LITTLE HELP FROM NASHVILLE

Keith Mohr To Back On Keyboards For Cruise With A Cause

Tuesday, September 09, 2008, Cape Cod, MA - - We all get by with a little help from our friends and that's just what's happening in the case of Christian beach music and ballad singer Bill Mallia. Keith Mohr, best known for his leadership of IndieHeaven, will apply his artistic talents to the keyboard backing Bill on the upcoming Cruise with a Cause aboard Carnival Cruise Line's "Imagination", October 6th - 10th 2008. Keith, along with percussionist Les Worsham, will be kicking up the fun a notch as members of the Gulf Stream Band. The Gulf Stream brings warm water and life to the north and so, what better name for the back-up band that does the same for "Bill Mallia music"?

Aside from being a talented musician, Keith Mohr has been deeply involved in nearly every aspect of the contemporary Christian music world. From recording studio owner to booking agent, sound engineer to marketing manager, Keith's been stationed on the cutting edge of the quickly evolving faith-based music business. He is also founder and chief of IndieHeaven (<http://www.indieheaven.com>), the independent Christian musician's resource agency that provides world class support, distribution, marketing, promotion, and management services.

Fans can catch Bill and the Gulf Streamers as the center piece of Imagination's pool deck during PraiseFest Ministries Cruise with a Cause. Show times will be available to all those wishing to join in on this unique adventure that features Building 429, SONICFLOOd, Britt Nicole, Michael English, Decemberadio and scores of other top artists and speakers.

Hailed by many as the "Jimmy Buffett of Christian music", the performance and writing style of Gospel Music Association and Indieheaven member Bill Mallia has been influenced by his travels throughout the Caribbean over the past two decades. The result is happy, feel good, sunshiny tunes with overtly Christian lyrics. Unique among performers in this genre, the act is billed as "Christian Entertainment" and concerts are often reported to be 'the most fun a Christian can have while wearing an Aloha shirt'. This means that with Bill, fans can expect to get a lot more than just music.

Those interested in booking PraiseFest Ministries Cruise with a Cause should visit

<http://www.praisefestministries.com>. For more about Bill Mallia, including upcoming show venues, booking information and much more, check-out <http://www.billmallia.com>.

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