



**FOR IMMEDIATE RELEASE:**

**Interactive Online Platform Catering To Music Superfans  
Debuts At CardsCashRewards.com**

Cards Cash Rewards incentivizes music fans with prizes, gift cards, and non-fungible tokens for interacting and supporting its featured artists.

LOS ANGELES, California (February 15, 2023) - Cards Cash Rewards today announced the launch of its new interactive online platform that connects emerging artists to their superfans.

Many music artists are beginning their career journeys with few fans and little money—and it's virtually impossible to gain market traction without those essential resources. Cards Cash Rewards steps up to the plate to change that through a host of interactive offerings that facilitate engagement between artists and prospective fans.

Through Cards Cash Rewards, music enthusiasts are able to discover and support their new favorite artists as they explore gift cards, non-fungible tokens (NFTs) and other digital collectibles. In tandem, artists engage site visitors through free downloads of their music. There are also rewards-based incentives where prospective fans share the artists' content across social media.

The Cards Cash Rewards Feature Artist Network, is open to all commercial genres of music; however, its first round of signees is distinctly urban-focused. More specifically, it features Hip-Hop, Rap, R&B, Soul, Blues and Smooth Jazz. Music fans can visit [CardsCashRewards.com](https://CardsCashRewards.com) to stream the thirteen-artist playlist, which is also being packaged as the first of a four-volume digital music compilation set.

Beyond free music downloads for prospective fans that pay the artists, Cards Cash Rewards also incentivizes engagement with prizes, gift cards and NFTs. This expansive show of support helps music artists to scale into the fan bases which is needed to sustain their creative efforts. At the same time, it connects fans to many of the hidden gems of the commercial music space.

According to the Cards Cash Rewards website, 5,000 free downloads pay music creators 25 times more than Spotify pays for 5,000 monthly listeners averaging ten songs per artist. "Digital streaming as the prevailing mode of discovery and engagement for music artists is a losing proposition," said Jeffery Lakes, founder of Cards Cash Rewards. "This platform simultaneously enables artists to build their fan base and scale into significant cash-flow," he added.

"Cards Cash Rewards is leveling artist-to-fan engagement back-up in ways that bridge the divide that the prevailing digital streaming model has created," said K.C.P. Tha Artist, founder of DCR Universal Media and one of the earliest signees to the platform.

“The music game is rigged, and the average independent music creator has little leverage to market their sound,” said Lennie Jones, founder of LTJ Media and one of its more recent signees. “Cards Cash Rewards gives me access to fans and monetization the current platforms do not,” Jones explained.

Further accentuating support for its featured artists, Cards Cash Rewards grants members in its RewardShare+ eClub ten free downloads that accrue and roll over each month their subscription remains active. The RewardShare+ membership card is loadable and also grants access to NFTs that are collectible as well as tradable. RewardShare+ members also earn generous gift card rewards for creating or sharing social media content posted by featured artists.

For more information about Cards Cash Rewards, visit

<https://cardscashrewards.com>

### **About Cards Cash Rewards LLC**

Cards Cash Rewards LLC is an e-commerce enterprise that develops gift cards into marketing solutions for retailers, brands and startups. Based in Los Angeles, CA, Cards Cash Rewards also develops discovery and monetization solutions for emerging music artists and specializes in transforming gift cards into dynamic digital collectibles.