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## Slanket, Heretic City, Designs By Fuss, Bee Line and Other New Brands Across U.S. Join 2010 Backstage Artist Lounge™ Tour

*2010 Backstage Artist Lounge™ Tour welcomed new sponsors last week including Slanket, Heretic City, Bee Line and Designs By Fuss.*

**June 28<sup>th</sup>, 2010** – The illustrious Backstage Artist Lounge just announced several cool new brands to this year's tour: Slanket could possibly be one of the most brilliant products of all time... gigantic fleece blankets with sleeves! Heretic City rebels against monotony with mens and womens designs out of Cambridge. Designs by Fuss jewelry will rock your face off with biker and goth designs including pendants and leather cuffs. Bee Line, out of Hawaii, make organic hemp wicks.

These newest members of the "BAL mafia" join existing rock-star-approved brands like Tippmann Paintball, Strings By Aurora, Westone, CREAM, Civil Society, Firefly Vodka, Line 6, Remetee, Poolmaster, Recycle-a-flask and Ksino Apparel. "Companies who join BAL tend to be the leaders in their industry in terms of branding, getting an edge over their competitors, because they understand the value of strategic marketing," comments BAL Creator, Christina Martin.

Headliners at upcoming BAL tour dates include Eminem, Stone Temple Pilots, Slightly Stoopid, Shinedown, Godsmack, Three Days Grace, Blink 182, Kiss and Rise Against. Complete BAL Tour schedule is available at [www.BackstageArtistLounge.com](http://www.BackstageArtistLounge.com)

### About Backstage Artist Lounge™ Tour

Created by Christina Martin, BAL tours major rock festivals across North America and abroad. The Backstage Artist Lounge™ Tour integrates brands with famous bands. Entering its fourth year, BAL marries innovation in marketing with new solutions for the music industry. Guests of Backstage Artist Lounge to date have included Alice In Chains, Limp Bizkit, Fall Out Boy, Avenged Sevenfold, The Killers, Chevelle, Breaking Benjamin, Mudvayne, Papa Roach, Taking Back Sunday, Staind, Seether, Wolfmother, Linkin Park, Offspring, Buckcherry, Saliva, Flyleaf, Jet and *many* more. [www.BackstageArtistLounge.com](http://www.BackstageArtistLounge.com)

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Relevant Links: [www.backstageartistlounge.com](http://www.backstageartistlounge.com) [www.theslanket.com](http://www.theslanket.com) [www.designsbyfuss.com](http://www.designsbyfuss.com) [www.hereticity.com](http://www.hereticity.com) [www.thebeelinestore.com](http://www.thebeelinestore.com)

