

Longevity & Stamina: Singer/Songwriter Denise Marsa Re-signs with BMG Rights Management

(Tuesday, July 28, 2020 - New York, New York) – *Music Industry News* -- Marsa Music catalog will continue to be administered and represented by BMG Rights Management/Gold Songs. The catalog is an offering from award-winning singer/songwriter and producer Denise Marsa. Originally signed by BMG in 2016 by Kris Munoz, Vice President, Business & Legal Affairs at BMG USA, Marsa has found the company instrumental to the development and launch of her project THE PASS. Premiering in London in 2018, THE PASS is Marsa's newest solo music project featuring her original songs intertwined with personal stories that she considers life and career-defining moments.

Marsa's current projects include recording a live stream of her show THE PASS and writing and producing her third solo album. Marsa's deep passion for songwriting remains as she continues to work with new artists. She is currently writing and producing for vocalist ASRAM, whose first single RAINBOW releases in the fall on her label [KeyMedia Group](#). Marsa has recently extended her talents to producing live and recorded streaming concerts for others over the past four months, during these challenging times for artists.

Marsa is a self-taught keyboardist, who has been writing and producing her own music for decades since her first demo at CBS 30th Street Studio in New York City with her first manager Don Puluse, who was the head engineer at the time for CBS Records. In 1997, Marsa started a record label KeyMedia Group while living in Los Angeles. Marsa happily embraced the indie revolution, and that was one of her defining moments, being on the business side of things. "Labels always tried to pigeonhole me," shares Marsa, "Insisting I focus on only one style, telling me either you are a rocker, a pop artist or a balladeer. I mixed styles and genres, and no one knew what to do with me, so they tried to change me. I wasn't having it. You cannot push an artist into the corner or put them in a box. I was also very protective of my image, my authenticity, as I wanted the music to speak for itself. I was not going to wear a bathing suit, sitting on a motorcycle with an open leather jacket, on my album cover. I was selling music, not cycles, swimwear, or sex.

Starting my own label, was when I finally fit into the music business.”

She is also known for her work managing and producing new artists. Understanding the courage and tenacity an artist needs to stay creative, feel safe and relevant, and still love what they do, is what makes Marsa an evolving artist and empathetic artist advocate. Current clients include Japanese classical pianist ShiZ'ka and California now Brooklyn based singer/songwriter and guitarist, Tobe Baer.

Marsa's career started as the lead female voice on the classic hit record from the UK, LUCKY STARS, a duet with Dean Friedman; she is also the lead voice on the top ten 1984 dance hit HELPLESS (You Took My Love) The Flirts. For more about Denise Marsa, please visit DeniseMarsaMusic.com. Previously Marsa's catalog was published by Warner Bros Music, UK, and Warner/Chappell, Los Angeles.

About KeyMedia Public Relations: Located in New York City, [KeyMedia Public Relations](#) is a results-driven, boutique PR firm and production company. The company provides a full spectrum of services, ranging from creative and strategic to advisory. The focus is on arts & entertainment, health and wellness, and non-profit.

About BMG: BMG is an international company focused on the management of music publishing and recording rights. BMG's services cover the entire range of rights administration, development exploitation, placing the needs of songwriters and artists at the heart of its business model.