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Monday, June 06, 2011

Contact:

Zaneta Wonder
Office/PR Intern
(301)684-8911
office@lilsoso.com

“LiL SoSo Productions launches new radio show on IM4RADIO”

(Washington, DC) On June 1, 2011, LiL SoSo Productions (LSP) launched its new radio show “The LSP Effect” with host Risikat “Kat” Okedeyi (owner of LSP). The show will highlight independent culture, music, artist, art, and more. It airs every live Wednesday online from 1pm to 2pm on The Flow (www.rocktheflow.com), a member of the IM4RADIO Broadcasting Company.

"The show is really a reflection of my journey as a creative entrepreneur. It will be a platform to raise awareness and highlight those culturalists, like myself, who have a message behind their methods. We are excited for many reasons and humbled by the faith the IM4Radio Broadcasting Company and The Flow have in the LSP brand “says host and owner of LSP, Risikat “Kat” Okedeyi.

The opening show featured Nigerian artist, Aniekan Udofia, who discussed his current projects and issues concerning the ins and outs of the DC arts scene. Aniekan also shared his personal message on what it means to be a working artist, particularly the importance of having a strong work ethic and not being afraid to pursue goals and dreams. The “message as an artist” segment is one of the many features of the show which places Creatives from all segments-center stage.

For more information about “The LSP Effect” online radio show visit www.lilsoso.com.

About LiL SoSo Productions

Founded in September 2001, LiL SoSo Productions (LSP) is woman-owned and run production company that focuses on event concepts and support for performing artists. With over 12 years of domestic and international planning experience, LSP has been a noted force in live music and concept event planning in the metropolitan DC area. For more information, please log onto: www.lilsoso.com.

