



Heavy Hitters Music & GSI Records Sign Sync Licensing Deal

July 1, 2021 (Los Angeles, CA) – Heavy Hitters Music, a boutique song catalog and music publisher specializing in sync licensing, has signed a deal with renowned NYC record label GSI Records. Under the agreement, Heavy Hitters will work to secure sync placements for GSI artists in all broadcast and non-broadcast media, including the ever-expanding film, television, video game, and advertising industries.

Heavy Hitters supports artists by providing them with the best resources, time, and attention available, while simultaneously providing clients with fast, personalized service and perfectly curated music for their projects with multiple tiers of one-stop music in all genres. Heavy Hitters music has recently been featured in NFL and NBA broadcasts; TV shows such as *Awkwafina Is Nora from Queens*, *Charmed*, *Cruel Summer*, *Love Death & Robots*, *Mare of Easttown*, *The Mighty Ducks: Game Changers*, and *Younger*; upcoming feature film *Queenpins*; and video games such as *Madden NFL 2022*.

“GSI Records’ catalog is full of exciting tracks that push the boundaries of genre, and we’re looking forward to helping them gain more exposure by opening up new sync opportunities,” said Jessica Vaughn, who leads Heavy Hitters as Vice President, Sync & Creative. “The GSI team is always pushing to help their artists reach the next level of success. With our deep relationships in the entertainment industry, and more quality content in search of a soundtrack being created today than ever before, we know this will be another major step forward for the GSI roster.”

Run out of state-of-the-art recording studio GSI Studios in Manhattan, GSI Records puts out high-quality creative music with roots in New York’s modern jazz community. Alongside GSI’s co-founder, Grammy-winning drummer Eric Harland, GSI has collaborated with some of the premier musicians working today, such as Chris Potter, Jason Moran, Jeff “Tain” Watts, Christian McBride, Joshua Redman, and Harold O’Neal. GSI has also worked with record labels Columbia Records, Universal Records, and Blue Note Records, as well as podcasts “Broken Record with Malcolm Gladwell and Rick Rubin,” “Revisionist History,” and “Questlove Supreme.”

“We’ve been fans of Heavy Hitters for some time and think our artists will really appreciate the hard work they do in the sync world,” said Eric Harland, Co-Founder of GSI. “Ensuring our artists are heard and paid for their work is paramount for us, and this deal will accomplish both goals for our incredibly talented and innovative roster.”

Part of the Made in Memphis Entertainment (MIME) family of companies, Heavy Hitters clients also benefit from synergies with its fellow MIME-owned companies 4U Recording, a state-of-the-art recording studio with locations in Memphis and Atlanta; Beatroot Music, the U.S.’s only Black-owned music distribution company; and MIME Publishing, an independent music publisher representing some of the best up-and-coming artists, writers, and producers in hip-hop.

For more information on Heavy Hitters, visit www.heavyhittersmusic.com. For more on GSI Records, visit www.gsi-records.com.

About Made in Memphis Entertainment (MIME)

Made in Memphis Entertainment (MIME) is a Black-owned full-service entertainment company with global reach, but with its heart in the hometown of modern American music. Founded in 2015 by original Stax Records songwriter/producer and Songwriters Hall of Fame inductee David Porter (CEO) and 20+ year business and legal veteran Tony D. Alexander (President and Managing Director), MIME is dedicated to re-establishing Memphis as a key music industry hub while expanding its influence around the world, all while developing and promoting diverse talent on both the creative and business sides of the industry.

MIME's family of companies includes MIME Publishing, an independent music publishing company that handles Porter's legendary post-Stax songwriting catalog and other copyrights of some of the most sought-after young producers in hip-hop and R&B; Heavy Hitters Music, a film, TV, and ad sync company with an all-female creative team and Emmy-winning music catalog; Beatroot Music, the only Black-owned music distributor in the U.S., as well as its subsidiary Beatroot Africa; and 4U Recording, a state-of-the-art recording studio in Memphis with more branches opening soon.

For more information, visit www.mimecorp.com.

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