

For Immediate Release

NEW CHRISTIAN MUSIC GENRE CREATED

Cape Cod, MA, Tuesday, January 19, 2010 - - There are many categories within Christian music - from Pop/Rock to Adult Contemporary, Urban Gospel to Praise and Worship. But now, according to online resource About.com, there is a new genre called "Christian Beach Music" in which only one person currently resides. That artist is Christian music's favorite beach bum, Bill Mallia.

According to Kim Jones, About.com's Christian Music Guide, "Bill Mallia isn't easy to classify - unless, of course, there is a genre' called 'fun'! On his official site, you can check out his latest news, hear his music (bring your beach ball), learn more about what makes him tick and see where he'll be performing next." About.com maintains a comprehensive list of leading individuals and bands on their "A to Z Christian Artists" page.

Hailed by many as the "Jimmy Buffett of Christian music", the writing style of Nashville recording artist Bill Mallia has been influenced by both an inextricable personal relationship with Jesus Christ along with a whole lot of travel to the Caribbean, Tahiti and other places with "Eden-like" weather. The result is happy, feel good, sunshiny "trop/folk/rock" music with overtly Christian lyrics. Bill is effectively the first person to ever capture the travel/beach spirit and marry it to fully inspired Christian music.

For those unfamiliar with About.com, it is an online neighborhood of hundreds of helpful experts, eager to share their wealth of knowledge with visitors. Every month, over 60 million people visit the resource that is owned by The New York Times Company (NYSE: NYT). Today, About.com is recognized as one of the top 15 content sites and one of the largest producers of original content on the Web.

Learn more about About.com's contribution to the Christian music world at <http://christianmusic.about.com/cs/artistsandbands/a/aaatozartists.htm>. For more information about Bill Mallia or how to book him at one of your events, visit the official website at <http://www.billmallia.com>.

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