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LOUDMOUTH RENTALS ANNOUNCES OFFICIAL GRAND OPENING BASH ON DEC. 4

*Event to benefit Kids in a New Groove and feature live performances by
Jimmie Dale Gilmore, Gina Chavez and Riders Against the Storm*

(AUSTIN, TEXAS – October 2014; source: Juice Consulting) – **LoudMouth Rentals**, Austin’s newest sound equipment and music instrument rental company, is thrilled to announce its **Grand Opening Bash** taking place on **Wednesday, Dec. 4** from **6 to 8 p.m.** Located at **5207 Airport Blvd., Austin, Texas 78751**, the event will be free and open to the public and feature live performances by **Jimmie Dale Gilmore, Gina Chavez** and **Riders Against the Storm**. The party will benefit Austin non-profit **Kids in a New Groove**, which provides music mentorship to youth in foster care. Sponsors include the **Austin Chronicle, Austin Monthly, 101X, Rockstar Magazine, The Daily Texan** and **Snarf’s Sandwiches**. The bash will include complimentary drinks and bites and will also kickoff a monthly live music series called **LoudMouth Lounge**. For more information and to RSVP to the Dec. 4 event, please visit: www.loudmouthrentals.com.

Founded by Austin power duo **Dan and Elyse Yates**, LoudMouth Rentals provides quality professional-grade gear at competitive prices combined with exceptional customer service. Serving the entire Austin and surrounding area, LoudMouth offers PA systems, instruments, amplifiers, lighting, microphones, recording gear and DJ gear. They also have gear available for purchase, both new and used, and have experienced tech staff for repair or service. The company makes renting fast and easy through online reservations and excellent delivery / set-up services.

“Making noise is fun,” said **Dan Yates, LoudMouth’s Founder**. “That’s our philosophy in four simple words. LoudMouth believes in the best sound. And we believe in those who make noise. And even though fun is our philosophy, we take your performance or event very seriously. Our goal is to set you up to be the best you can be.”

“We feel lucky to be a part of a real community,” said **Elyse Yates**. “Casual musicians, professional musicians, DJs, students, party planners, corporate event managers, schools, churches, charitable organizations... they are all our clientele. We are also very excited about giving back, and that is why we decided to involve **Kids in a New Groove** in our grand opening event. We stand behind what they do and are thrilled to have a partnership with them for this special evening.”

Kids in a New Groove provides Texas youth in foster care with a committed one-on-one mentoring relationship through weekly private music instruction, giving students the ability to build concrete strategies for life-long success. The organization’s vision is that all Texas youth in foster care have the tools and support they need to become successful individuals when they transition out of the foster care system.

“We are very excited to find a rental company that that makes renting easy and affordable and is dedicated to giving back to the youth in our community,” said **Karyn Scott, Executive Director of Kids in a New Groove**.

About Dan and Elyse Yates:

Dan Yates, Co-Founder of LoudMouth Rentals, grew up in Lubbock, Texas where he started playing in rock and roll bands in junior high. In the mid-‘80s he played guitar for Eddie Beethoven and the Sons of Fun whose recordings were produced by his friend and hero Lloyd Maines. Eddie Beethoven wrote some of Joe Ely’s most popular songs like “Cool Rockin’ Loretta” and “Don’t Put a Lock On My Heart.” Dan moved to Austin in January of 1989 chasing Elyse Gilmore (now his wife Elyse Yates). In the early to mid-‘90s, in addition to his own band The Lords of Love, he has toured with his father-in-law Jimmie Dale Gilmore and Monte Warden. Dan then went on to earn a degree in civil engineering and work in water resources and river management until starting LoudMouth Rentals this year. Dan currently plays in a band with his friends called the Everydudes, and they just recorded and released a record for their old friend Eddie Beethoven.

Elyse Yates is the Co-Founder of LoudMouth Rentals and Founder and CEO of Influence Opinions, a marketing communications firm specializing in digital strategies. Her career includes launching the Daimler car sharing service car2go in Austin and the U.S. market, national work for the ASPCA, ACA enrollment for Central Health, CD launch for the Hill Country Conservancy including partnerships with Amy’s Ice Cream and Waterloo Records, and Seton Health Care System among others.

MEDIA NOTE:

For media credentials to the above event, interview requests or other press inquiries, please contact the team at Juice Consulting:

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