

Press Release:

Temecula Boasts Hometown Mobile DJ Service

(Temecula, CA) This year marks the start of a new mobile disc jockey service for the Temecula valley. To date our valley has not had the privilege of claiming that we had a "hometown" mobile DJ service, until now.

A company named "**A Perfect DJ**" has opened its doors for business and is expected to flourish in the vast, ever-expanding marketplace that comprises our region. Temecula resident and entrepreneur Dennis J. Barela heads up the business utilizing some 30 years of experience in the entertainment industry. Mr. Barela has previously worked as a DJ, recording engineer, producer, stage manager and music educator as well as spent many of these years performing as a professional Southern California based singer/songwriter/guitarist. Dennis and "**A Perfect DJ**" plan to specialize in weddings, outdoor gatherings, corporate events, military balls, school functions and block parties. These aspects in conjunction with Mr. Barela's experience as a small business owner appear to be a recipe for success.

The demand for services of mobile DJs has increased dramatically over the past years. As the "baby-

boomers" age, they have been raised on music and the way it shapes the events that they participate in.

According to the American Disc Jockey Association (A.D.J.A.) statistics* 72% of all brides say they would have spent more time choosing their reception entertainment. Almost 100% say they would have spent more of their budget on the entertainment. During wedding planning, Brides say their highest priority is their attire, followed by the reception site and caterer - reception entertainment is among the least of their priorities. Within one week after their reception, 78% of Brides say they would have made the entertainment their highest priority! When asked, 81% of guests say the thing they remember most about a wedding is the entertainment. 65% of all couples that chose a band to entertain at their wedding said if they had it to do over again, they would have chosen a disc jockey.

Corporate events are also utilizing the services of mobile DJs in increasing numbers as well. The success of firms such as *Musak*® have taught business owners and consumers alike that music cannot only be influential but can contribute to a more enjoyable, profitable and productive environment. Businesses now routinely hire mobile DJs to

entertain their employees at a growing number of functions to elevate the atmospheres of a myriad of events from banquets to sales gatherings to holiday parties. This is one of the many reasons why the mobile DJ business is expected to grow substantially in the near future.

With the boom of housing and business to the Temecula Valley and surrounding areas, A Perfect DJ hopes to capture a large portion of this expanding market due to their expertise and knowledge of the industry. In fact the A.D.J.A. claims that a full-service disc jockey company will normally invest 12 to 30 hours to a special event but it may appear that you are only paying for "4 hours". Consultations, music purchasing & editing, preparation, set-up and tear-down, education and other business related endeavors add up to the overall success of the events.

One thing that is certain is that music is certain to contribute to our lives in ever-increasing ways in the future.

You can contact "A Perfect DJ" online at www.aperfectdj.com, by email at djbfsvcs@juno.com or by telephone toll-free at (866) 691-3068.

*These statistics were published in *St. Louis Bride & Groom Magazine* in 2003. Sources include: Simmons, 2001; USA Today, 2002; National Bridal Service, 2001; The Knot, 2002; Brides Magazine, 2001.