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GROOVE PILL GO



As previously mentioned on the site, acclaimed choreographer Jason Coleman will launch his brand new record label Groove Pill Records later this month. But Groove Pill's first single release, The Collective Sound ft. Jason Coleman & 9 Lives' 'Save The World', was officially serviced to media this morning. Jason explained the concept for the single in

a statement.

"I'm a modern greenie," he says. "But I do it in my Prada shoes. It is obvious that the global community needs to put more focus on saving our planet. We need to save the forests and the whales. We need to save the oceans and the rivers so that we can ultimately save.... Gucci and Burberry!"

The Collective Sound brings Jason together with Dirty Laundry lead singer Peter Harrington-Olsen and producer Matt Sofo in what's being touted as a tip of the hat to the previous production collectives of C+C Music Factory and Stock-Aitken-Waterman.

Female performers 9 Lives provide the vocals on this, the label's debut, which will be released digitally on Friday March 02.

Posted by auspOp at [Monday, February 06, 2012](#)



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