

Cool & Associates, Inc. confirms membership in Kimi's Weekend Lineup Company to explore business opportunities in the SE Michigan Karaoke community

Waterford, MI – December 4, 2017 - Cool & Associates Inc., a Waterford-based international business development/consulting company has provided a 6 month sponsorship for advertisement in Kimi's Weekend Lineup monthly Journal entitled The Paper Jukebox.

"I am excited to be included in The Paper Jukebox as Karaoke has become a very important part of my life having been singing for over 5 years. Based on various types of Karaoke venues having many multi-cultural participants for singing, attending such venues provide opportunities for developing potential business clients for possible incorporation into the global marketplace", says Joseph P. Cool, President of Cool & Associates. Inc.

About Kimi's Weekend Lineup

It's been my experience that music plays an essential role in *what it means to be human*. A Universal truth is that the music we listen to growing up shapes our lives, provides inspiration and represents a common experience which binds a generation together Alas, the common denominator is the music and the message it delivers; it tells the story of us, provides commentary within the contemporary social context, motivation to persevere against all odds or just makes us feel good. We universally celebrate and reward the creative and talented musicians among us that form the tapestry of our lives.

Over the past year, in addition to attending live band performances, I have become absolutely mesmerized by the talented individuals I encounter at Karaoke venues. Some having vocal talent equal to or even exceeding that of some well-established and successful front men/women with local bands. Long story short, I now view the Karaoke scene as a potential incubator for future band front men.

This is why I am so excited about Cool & Associates Inc sponsorship of KWL. The most important instruments in any band are the vocal chords of the lead singer and Karaoke is a natural well from which extraordinary talent springs.

For those Karaoke singers that truly excel, there will be plenty of local bands looking for that next new "Voice" that can take them to the next level. KWL and Cool & Associates are exploring opportunities to exploit synergies between the Karaoke community and local music.

Additional information on Kimi's Weekend Lineup can be found at www.kimisweekendlineup.com.

About Cool & Associates, Inc.

Cool & Associates, Inc. founded in September, 2003 is a Waterford Township-based international consulting company that specializes in assisting individuals and small to medium companies in their introduction/expansion into the global marketplace using synergistic market analysis. Having worked in 55 countries throughout the world, Joseph Cool brings a unique view of the many varied cultures that all organizations must adapt to in an effort to enter, maintain and expand in the global marketplace. Through exposure to virtually every culture in the world, C&A conducts educational programs, speaking engagements and business planning.

For more information please contact Joseph P. Cool, President of Cool & Associates at 248-683-1130 or jcool@cool-associates.com or visit www.cool-associates.com.