



## PRESS RELEASE

### MINNEAPOLIS OFFICE

625 2nd Avenue South Suite 102  
Minneapolis, MN 55402

### PHONE

612.305.1229

### NEW YORK OFFICE

118 W. 22nd St, 8th Fl.  
New York, NY 10011

### PHONE

718.873.7453

# Commercial Music Producer *Janell Vircks* Joins IN THE GROOVE MUSIC

*For Immediate Release*

**Minneapolis // New York City // June 4th,  
2019**

Partner/Managing Director Brian Reidinger,  
Partner / Creative Director Darren Drew, and their  
colleagues at the award winning original music &  
publishing company **In The Groove Music**, are  
proud to announce the addition of executive  
producer Janell Vircks to their commercial music

department in the flagship Minneapolis location. Janell joins Alec Setten from ITG Music's New York  
office to connect composers, bands, catalogue music and sonic ideas to advertising projects.



Janell has spent the last decade-plus with Asche & Spencer producing award winning commercial music scores, film trailers, and several film scores (Monster's Ball, Stay & Machine Gun). Teaming with Setten (HiFi Project, Sony Music, Geffen) the pair combine their extensive experience in advertising, music licensing, and supervision as they continue to collaborate with the industries most talented composers and artists to produce exceptional original music scores. Complemented by the ITG Music staff, the duo plan to capitalize on the company's successful track record of connecting brands and advertising media to the perfect musical soundtrack.

*"The versatility and legacy that ITG Music has is a perfect fit for my experience," Vircks said. "ITG has been continually growing with TV music supervision, soundtracks, and trailers and I am excited to bring their extensive collection and talent to the creative world of advertising projects. They have a huge vault of musical gems along with an intelligently creative and welcoming staff. I could not think of a better place to be."*

An industry leader in original music and artist representation for commercial, film and TV projects with studios in New York City and Minneapolis. In The Groove Music's knowledgeable and friendly staff specialize in music for all media. To learn more visit: <https://www.inthegroovemusic.com>