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For Immediate Release

Auburn alumni and president of a \$500 million entertainment company to visit campus.

AUBURN, Ala. (Aug. 21) -- Auburn University Alumni and president of a \$500 million entertainment company will visit Auburn's campus next week to help kick off the beginning of the football season.

Sarah Loveless, 41, graduated from Auburn University with a bachelor's degree in public relations and a minor in business. While she attended Auburn one of her favorite events was football games. She also had a love for music and regularly attended concerts in Atlanta and Birmingham, Ala. Her passion for music began at an early age after she attended her first concert featuring Reba McEntire in the third grade.

"The second I walked into the arena I was in love," she said. "There were flashing lights, loud melodies that blew out of the speakers and fans who just couldn't get enough."

Loveless has not always had such a prominent position in the music industry. After her graduation in 2008, Loveless traveled to Nashville, Tenn., where she lived with a childhood friend, Hunter VanHouten. VanHouten studied audio engineering and taught her how to produce music in the studio. These skills allowed her to get a job at BMI, a company that represents more than 300,000 publishers, composers, and songwriters. Her time there included basic tasks such as writing press releases for upcoming showcases and hosting newly signed artists.

Because of her hard work and dedication, Loveless was soon promoted to the head of the event planning department. She was able to coordinate events such as annual Christmas parties where legends such as Beyonce, Patti Labelle, Carrie Underwood and Martina McBride attended as guests.

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After her stay at BMI, Loveless did numerous events including the MTV Video Music Awards, the Grammy Awards and the CMT Music Awards. Her talent became very well known and soon she had job offers at more than 15 public relations firms and record labels nationwide.

Because of her good reputation, she was asked to join the team at Capitol records where she did her part in recruiting new artists for the next 12 years. Soon she was promoted president of the company and since then has signed more than 400 artists and contributed to the changing industry.

Life in the music industry wasn't fast enough to hold her back from a family-oriented lifestyle. Not only did she create a name for herself in the music industry, Loveless lives with her husband and five boys in Brentwood, Tenn. All five children are active in sports such as football, basketball and lacrosse. Loveless and her husband are active members in their church's youth ministry and travel with the youth group on mission trips each year.

Loveless has worked hard to establish a life for her and her family. She hopes to one day send her children to Auburn where they can sing the same Alma Mater she sang nearly 20 years ago.

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