

**INTERNATIONALLY ACCLAIMED HIP-HOP ARTIST/PRODUCER/ACTOR,
DELON, CHOOSES NRPR GROUP
TO GROW HIS DOMESTIC FAN BASE**

*Strategic Positioning Firm Adds Award-Winning Entertainer to
Expanding Client Roster*

Beverly Hills, CA (July 30, 2015) - [NRPR Group LLC](#) (NRPR), a highly sought after strategic positioning firm founded by marketing and public relations veteran, Nicole Rodrigues, is delighted to announce its newest client, [DeLon](#). DeLon is a hip-hop artist, producer and DJ from Los Angeles, California, with a strong international following. He's the first Sri Lankan artist to place on the US Billboard charts and is currently planning the upcoming release of his second EP, "Awake."

"I'm on a mission to make a shift in the music industry and in my career," said DeLon. "I'm expanding my musical style and adding a new, creative twist to the hip hop industry that will create lasting change. Having a strategic publicity team is critical at this point. I've been in the entertainment industry for years and passed on choosing traditional entertainment publicists because I recognize NRPR Group brings so much more to the table. I'm confident Nicole and her team will work hard and think outside the box to create opportunities to expand my brand."

NRPR Group is proud to have signed such a talented artist like DeLon. In the past, DeLon has co-produced with Ty Dolla \$ign, written with ASCAP writer of the year Jacob Luttrell, opened for Lil Jon and The Chemical Brothers, performed at South by Southwest, and featured Iggy Azalea in one of his music videos early in her career.

"As an agency mostly charged with positioning tech and digital entertainment companies, NRPR Group is extremely choosy when it comes to talent we sign," said Nicole Rodrigues, founder and CEO at NRPR Group. "DeLon is a very gifted entertainer and someone who understands the business side of his trade, which makes him a perfect fit for our agency. We're excited to help him reach his goals through the strategic use of social media, red-carpet events, earned media and more. It's an honor to have been chosen as DeLon's agency of record."

NRPR Group continues to grow its strong roster of clients. The addition of DeLon brings the agency to more than 20 full-time clients and short-term projects signed in its first full year of business.

About DeLon

DeLon is no stranger to the stage. Starting off as a DJ, he found his passion for music at a young age and started learning the skills of music production while MCing along the way. Utilizing his multi-cultural knowledge and identity, DeLon is innovating a music niche by fusing electronic beats and synths with hip-hop to create a unique style that cannot be sonically compared with any other musician in the game. Authentic, unique, diverse, progressive and entertaining; DeLon strives to achieve a level of international greatness, positive influence and inspire change for humanity through his music, while at the same time, staying true to his roots.

About NRPR Group, LLC.

NRPR Group is not your typical public relations and social media marketing agency. We're a strategic positioning firm with a talented group of hybrid publicists, content creators, strategic marketers, and creative minds. We're changing the PR game and our clients are reaping the rewards. We're passionate about bridging the gaps between multiple elements of the entertainment industry, including talent, television, film, sports and music; with clients in the technology and lifestyle industries. We cater to companies of any size. From start-up to grown up, we help companies reach their business objectives through our creative services. For more information, visit <http://www.nrprgroup.com> and/or NRPR Group on social media: [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).