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Batter Blaster Delivers Free (Good) Music by Cellphone

By [Eliot Van Buskirk](#)  March 15, 2011 | 1:15 am | Categories: [internet](#), [music](#)



AUSTIN, Texas — Batter Blaster: It's not just for breakfast anymore.

The breakfast-expediting company, known for packing delicious organic pancake and waffle batter into a recyclable, whipped cream-style canister, recently announced plans to delve into the music world as a tastemaker (sorry, we had to) of sorts with help from [Zoove's StarStar Numbers](#).

StarStar Numbers makes initiatives like this quite simple. Call **BLAST (**25278), and you'll receive a text message link to a website offering a daily MP3 file.



You can then download that particular song (by automatically e-mailing it to yourself as an attachment), e-mail the download link to a friend, stream it to your phone or click through a link to buy the album from which the day's song is featured.

[Batter Blaster](#) pledges to post a new song every day for the next year, and they're all free to download and share.



Too often, promotions like this include the lamest music imaginable, but not so with Batter Blaster and Zoove. Today's song is [Wavves'](#) "King of the Beach," the title track from Nathan Williams (aka Wavves) fantastic teen punk album from last summer. Batter Blaster is touting this as a particularly in-tune collection of bands and songs.

"We, as a staff, have eclectic taste in music," said chief operating officer Nick Tangborn. "We really want to show that through the songs we release."

As such, they've advertised Blast as a venture that will tout a wide range of bands, including southern soul/roots duo The Civil Wars, California noise-punk enthusiasts Weekend, soul shouter Charles Bradley and indie hot topic The Dodos.

"It's a pretty natural fit for the company, mixing Batter Blaster with music," said Tangborn.

"Our founder Sean O'Connor used to run Thee Parkside in San Francisco, [executive assistant] Sarah Baumann booked The Ivy Room in Albany, California, and I used to run [the record label [Jackpine Social Club](#)] and was involved with Listen.com, which became Rhapsody. We wanted to put something out that had more real value than just a coupon, and we thought it would be great if we could give people a really good song that they can download and share, every day."

To try it, call **BLAST (**25278) from any cellphone capable of receiving text messages and browsing the web.

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