



September 3, 2020

To Whom It May Concern,

RE: Reference for Gabriel Vargas

I have known Gabriel Vargas both personally and professionally for eight years. During this period, I have closely followed his development from a young lead singer of an independent rock band to a solo artist who is passionate about using music to highlight important social issues, and better the community and world around him through authentic musical collaborations.

I have over 20 year's experience in the music industry and am currently the director of my own PR Company, "*Varrasso PR*" as well at Radio Promotions Manager for Ditto Music. Prior to this, I was Senior Director of National Promotions and Publicity at Sony Music. Over the years, I have also overseen promotions and publicity departments on both a state and national level for numerous record labels and worked with international artists including P!nk, Justin Timberlake, Beyoncé, Foo Fighters, Oasis, Red Hot Chili Peppers and Madonna to name a few.

I am writing to provide my unreserved support for Gabriel Vargas and his vision for "In Another World." In my professional opinion, Gabriel is an extremely exciting artist, on the verge of establishing himself as a unique talent in the international music scene for his ability to weave various world influences into his music. The opportunity to collaborate with the likes "Ladysmith Black Mambazo" and "Tony Lis testament to Gabriel's quality of talent, work ethic and entrepreneurial endeavor and aligns with his purpose.

Gabriel is an exemplary performer deeply dedicated to his art and how it is delivered to the public. His commitment and professionalism is often sought by other artists and rarely achieved.

I have no doubt that support for this collaboration between Gabriel Vargas and Ladysmith Black Mambazo will help successfully launch this Australian artist towards an International platform – a transition that will represent an exciting opportunity to connect two cultures through this musical collaboration.

Please contact me if you would like any further information.

Frank Varrasso
Director
Varrasso PR.