



FOR IMMEDIATE RELEASE

The NELA Music Association Partners with Murphy Arts District to Spotlight Emerging Talent

Monroe, LA — [June 9, 2025] — The NELA Music Association is proud to announce its partnership with the Murphy Arts District (MAD) in El Dorado, Arkansas, a collaboration that marks a significant step in expanding performance opportunities and exposure for musicians from Northeast Louisiana. The Murphy Arts District has established itself as a dynamic cultural hub, driving economic growth through its strong commitment to live music and community enrichment. Their mission to elevate and support artists aligns seamlessly with the goals of the NELA Music Association.

“We greatly admire the work they’ve done to build a thriving district that champions live music,” said **Myra Gatling-Akers**, President and Founder of the NELA Music Awards. “Through this partnership, we look forward to introducing talented Northeast Louisiana artists to the Murphy Arts District for potential performance opportunities. Expanding into new markets is vital for our musicians, giving them greater exposure and helping them grow their fan base beyond our region.”

As part of this year’s collaboration, the Murphy Arts District will serve as the **official presenter of the Best Emerging Artist Award** at the 2025 NELA Music Awards.

Joanna Benson, Marketing Manager at the Murphy Arts District, shared her enthusiasm for the partnership:

“The Murphy Arts District in El Dorado is proud to be a presenter for Best Emerging Artist at this year’s NELA Music Awards. Over the years, we’ve developed a strong bond with so many talented NELA artists who’ve taken the stage at MAD, and it’s been a joy to watch their careers grow. We’re passionate about continuing to support and build relationships with the next generation of artists, and we can’t wait to hear what’s coming next from this incredible community.”

This collaboration reflects the shared commitment of both organizations to elevate Southern music and provide artists with meaningful opportunities to grow and connect with broader audiences.

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