

JULIE SCHUCHARD

Julie Schuchard is the co-founder of local label Tricycle Records, where for 13 years she has cultivated a roster of emerging artists across a range of genres, Geographer, Everyone Is Dirty, Andrew St. James, and Rich Girls to name a few. Julie curates a compilation called Friends of Tricycle Records (8 volumes), which features emerging artists from the Bay Area indie music community. She also serves as a board member in the local chapter of the Recording Academy, where she plays an active role in advocacy efforts surrounding creator's rights and royalties.

<http://www.tricyclerecords.com>

Tricycle Records is an independent record label based in San Francisco that exclusively signs local groups and offers such crucial services as press relations, tour booking, graphic design, and other such general management while allowing artists to retain full ownership of their music and complete creative control. Tricycle envisions itself as a launching pad for acts destined for larger labels.