

I'M ALL IN

BY JOHN GOLLEDGE

THE JERSEY
OUTLAW'S NEW
HIT SINGLE



APW's Danielle Adams-Benham is the co-writer of Jimmie Lee's new single 'I'm all in'

Australian Poker Weekly's regular columnist Danielle Adams-Benham has added another entry to her CV that would be the envy of many other poker journalists. Danielle has co-written the new hit song "I'm ALL IN" in collaboration with the Jersey Outlaw, Jimmie Lee. The new single is being released to the poker world on 20 January on iTunes and will also be available for purchase at CD Baby.

The Jersey Outlaw and our own Hot Aussie Chick decided there were just not enough poker songs available to grind away to as players listened to their iPods and music from their PCs whilst at the table. Everyone knows the songs "The Gambler" by Kenny Rogers and "Poker Face" by Lady Gaga, but Jimmie and Danielle reasoned that a little new age rock spiced with a slight country flavouring was on the cards for music lovers and poker players alike. Jimmie Lee believes "I'm ALL IN" will top the charts, an expectation shared by Danielle, Joe Lam (another co-writer) and producer David Ivory.

"I'm ALL IN" captures perfectly the emotions

that a player feels when they are sweating it out in a big tournament or cash game, praying that the poker gods will deliver the right card to seal their fate. The song's driving rock and crossover country beat is complemented by the contrasting background presence of a rapper whose "in your face" vocal delivery really serves to make players feel they are in the game! There is little doubt that most poker players will relate to the following lyrics:

"Sweatin' and a-shakin' as I play my last hand, this could be the beginning or could be the end
My chips are on the table, I got one card to go, I gotta hit the river, man, or I'm going home
I'm all in!"

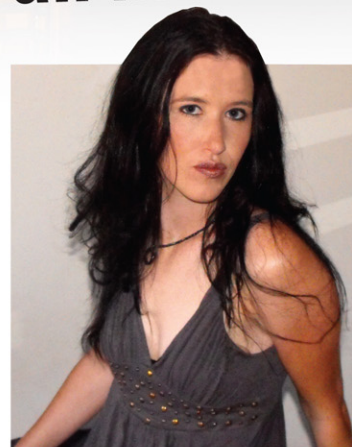
Jimmie Lee is known for delivering power live shows and concerts; the Outlaw kicks it like nobody's business with his band behind him and packed crowd up front. He gives everything he has at every live performance, entertaining the crowd as if his very life depended on it. Lee's on-stage performances

and flair for chart toppers, together with Danielle's "never give up" attitude and drive is set to deliver the widespread success of this latest hit single.

As part of promoting the new single, Jimmie Lee is taking to the stage on the 2011 Jersey Outlaw Road Tour, with stops in Las Vegas, Los Angeles, San Antonio, Chicago, New York, Philadelphia and Atlantic City. In some of these shows Jimmie is the headlining act, whilst in other gigs he will open for classic rock legend George Thorogood. Most recently, the Jersey Outlaw has teamed up with High Roller Clothing to create the range of Jimmie Lee Special Collector T-shirts, available at www.highrollerclothing.com and at all Jimmie Lee shows.

In addition "I'm ALL IN" will be played at poker events, and at Celebrity Poker Tournaments. Further information about the Jersey Outlaw is available when you visit his site www.jimmielesongs.com

A smiling Danielle only had one thing to say about her co-songwriting efforts. "You have



read many of my articles, and hopefully my popular blog 'Poker Down Under and Every Where Else'," she ventured. "Sometimes we forget the words we read! I hope that my words in the song will stay in the heads of players for eternity after they catch on and purchase it." Danielle concluded with a little sing-along, "I'm ALL IN! Watcha think about that? I'm ALL IN! Yeah, I like it like that!"