

# PURE POP



## Jay Strausser and John Crandell

### Store Bio:

Pure Pop was opened in 1980 and has been in business for 21 years. We have been with CIMS since the beginning and in 1998 were voted NARM's Independent Retailer Of The Year—Single Store. We are the home of "Underground Prices."

### Owner Bio:

Jay is 43 years old, married and has two boys. He went to school at the University Of Vermont from 1976-1980, where he was involved in running the college radio station as both the Program Director and Station Manager. He also runs All Points Booking, which does concert promotion and resort entertainment booking.

### Favorite Record:

Anything Bob Marley, Van Morrison and Miles Davis

### Favorite Artist:

Bob Marley, Van Morrison and Miles Davis

### Best In-Store Performance:


We don't usually do in-stores due to the small size of the store, but we'd say Toad The Wet Sprocket.



### Favorite In Store Promotion:

The midnight sale for The Tragically Hip's *Music*

### CIMS Membership Impact:

Its been really positive. Label people pay attention to us now. Before we joined CIMS we never got advertising dollars, but since we've joined things have gotten a lot better. It's raised our profile in the business. 

115 S Winooski Ave  
Burlington, VT 05401  
Phone: (802) 658-2652  
Fax: (802) 658-5949  
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