

MEDIA KIT

Music chosen by people, in your language

Every playlist on Retaz is made by a person, not a machine.

Retaz is a music app for iPhone and Android. People make playlists of the songs they love. They write a short note that says why each playlist matters. Other people listen, follow the curators they trust, and vote with hearts.

No AI decides what you hear. People do.

Retaz works in 200+ languages. A playlist made in Lagos can reach a listener in Seoul, and the note that comes with it can be read in Korean.

October 17, 2026

La Chispa opens

Midnight, US Eastern time

November 16, 2026

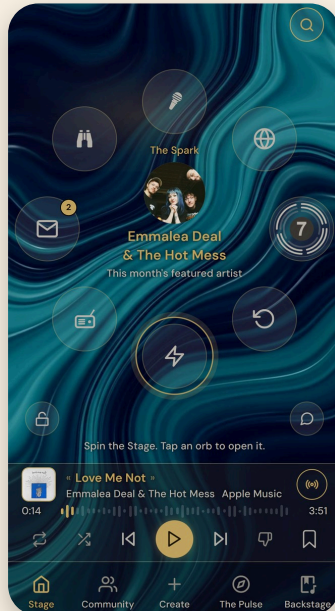
La Chispa closes

End of the day, US Eastern time

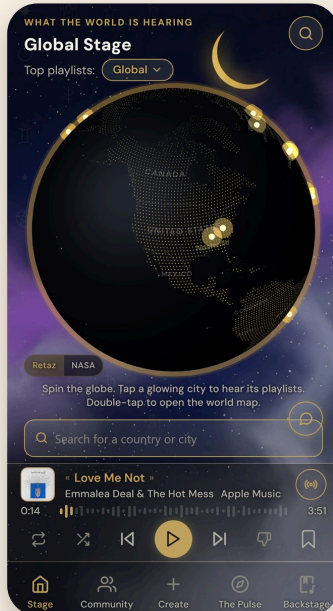
December 1, 2026

Winners named

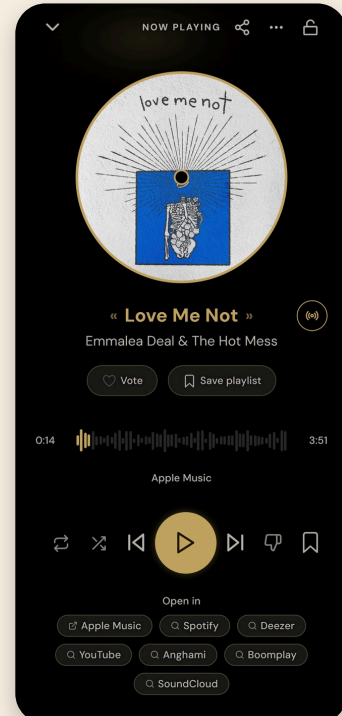
The La Chispa Global Champion



The Stage



Global Stage



Now Playing



Scan to get the app, or go to retaz.fm/app

The story in one minute

Today, many apps guess what you want to hear next. Retaz takes a different path. On Retaz, every playlist starts with a real person. That person picks each song by hand, on a phone, and puts their name on the playlist.

Retaz is a small, independent company in Lewisburg, West Virginia. It was started by Sarah Pollock and Matt Pollock. From the first day, they built Retaz for the whole world, not for one country or one language.

From October 17 to November 16, 2026, Retaz runs La Chispa: a worldwide playlist event in 136 countries and regions. Members make playlists. Members vote with hearts. The most loved playlists win.

What makes Retaz different

People, not machines

Every playlist is made by a person, on a phone. AI keeps Retaz honest and speaks your language. It never picks your music, and never writes a playlist.

Your language

Retaz speaks your language from the very first screen. Members can read comments and messages from other members in their own language, from any of the 200+ languages.

Fair hearts

One heart per subscriber for each playlist. Every heart has the same weight. Nothing buys additional weight.

The music services you already use

Retaz plays no audio itself. Every song has a short preview in the app. On iPhone, members can play full songs through their own Apple Music. On Android, one tap opens the full song in the member's own music service. Music is never behind a Retaz paywall: connecting a service and listening work the same on free and paid accounts.

Free to create and share

Anyone can make a playlist and share it, for free. A yearly membership lets you give hearts, comment, send messages, and read what members write in your language.

Badges

Curators earn badges for the playlists they publish and the hearts their playlists receive. Each member has a Badges Passport that shows every badge earned and how close they are to the next one.

Safe and grown-up

Retaz is for people 18 and older. Members can report or block anyone in one tap, and real people review reports. Members can delete their account, or download their data, at any time from inside the app.

La Chispa: the official announcement

This is the approved La Chispa announcement, word for word. It carries the disclosures the official Rules require wherever the grand prize is described, so it is not shortened or reworded.

La Chispa opens October 17. The world's music, chosen by people, one playlist to win.

Retaz is a music app where every playlist is made by a person, not a machine. On **October 17, 2026 at midnight US Eastern time**, Retaz opens **La Chispa**, a one-time founding campaign across 136 countries and regions. Members make playlists. Members vote for them with hearts. On **December 1, 2026**, the playlist holding the most valid hearts in the world names its curator the **La Chispa Global Champion**.

How it works. Create a playlist inside the campaign window, **October 17 to November 16, 2026, US Eastern time**.

Every member can give each playlist one heart at a time. Nothing about the outcome is left to chance: the count decides, and a tie is split evenly among the playlists tied. Each country's leading curator is named its Country Champion, and the Global Champion is the curator whose playlist holds the most valid hearts across all of them.

Who can enter. Any Retaz member aged 18 or over who lives in a participating country. Taking part requires a Retaz membership. To qualify, hold the Curator badge, earned through eleven actions in the app, and publish at least one playlist inside the window. Founders, the members who signed up before October 15, 2026, hold the membership free for their first 12 months; for everyone else it opens on **October 15, 2026** at the La Chispa founding price. Playlists created on October 15 and 16 are not entries; the window opens on the 17th.

What the country winners receive. Each Country Champion is recognized as that country's Ambassador (for example, "Canada Ambassador") and receives **25 years of Retaz membership**, stated at the published membership price in that country (USD 999.75 at the United States price).

What the Global Champion receives. The grand prize has three parts, all awarded on December 1, 2026:

1. **Public recognition** as the La Chispa Global Champion of the Retaz Curator Association: a permanent badge on the Champion's profile and a place in the Retaz Hall of Founding Honor.
2. **The Global Champion Award:** the Champion's own country win, that is, their country's Ambassador recognition and 25 years of Retaz membership, together with **USD 2,500 in cash**. Its stated value is the membership at the published price in the Champion's country plus USD 2,500: **USD 3,499.75** at the United States price.
3. **An invitation to negotiate the Retaz Global Ambassador role**, extended in writing on December 1 without condition. Extending the invitation is the award. The Champion may accept it, decline it, take advice, or do nothing, and keeps the recognition and the Award in every case.

About the Ambassador role, said plainly. The invitation opens a negotiation. Retaz opens it with terms of **up to ten percent of Retaz LLC's annual EBITDA and up to ten percent of the net proceeds available to equity holders** if the company is sold. Those terms are **not the prize**. They take effect only if the Champion accepts and both sides sign the Retaz Global Ambassador Agreement, and they may never take effect. The amount that can lawfully be offered varies by the Champion's country. The hours and duties of the role are settled in that negotiation and are not fixed by the Rules. If an agreement is signed, Retaz can end it for a failure to perform the role that is not put right, and no further payments are due after that. The parties aim to sign within 90 days of December 1; if nothing is signed by then, either side may end the negotiation, and the Champion keeps the recognition and the Award.

Tax. Retaz LLC pays every tax, withholding and levy charged on the grand prize in the Champion's country of residence for the year it is awarded, grossed up so the Champion is left no worse off, and pays for the Champion's independent tax advice on the prize up to USD 2,500, as the Rules state.

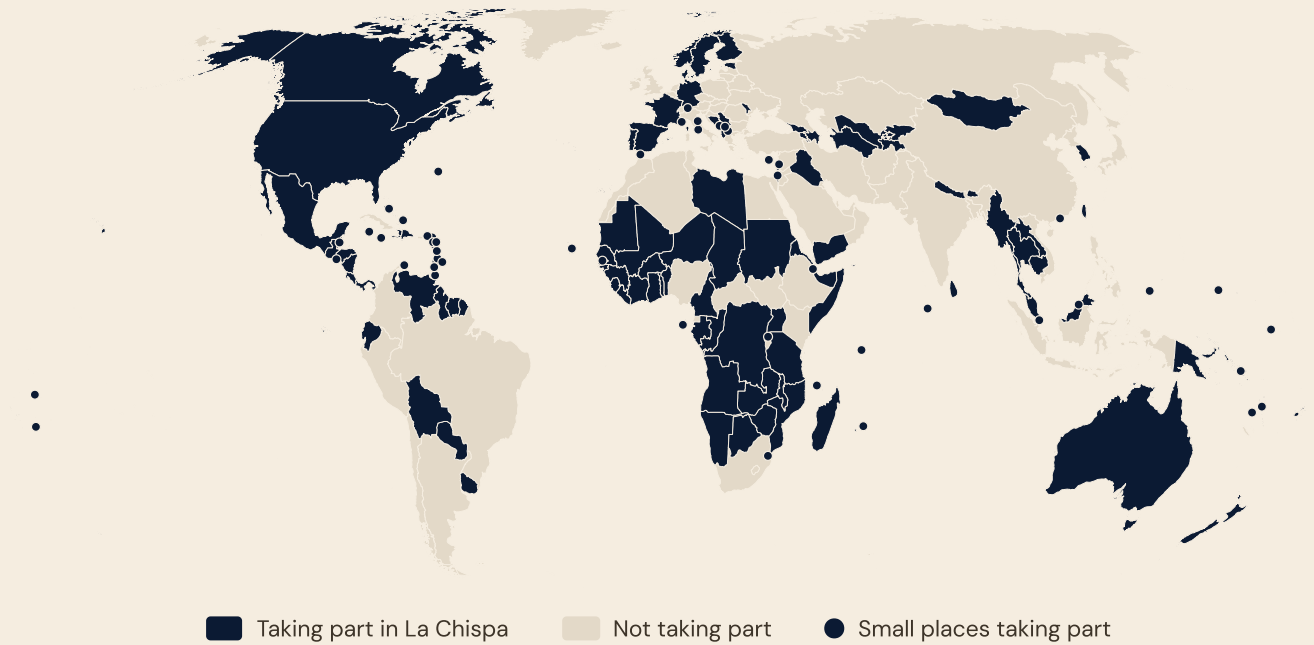
Integrity. Hearts are equal. A heart cast in a paid term that is later refunded does not count, unless it was cast before October 15 or inside a Founder's free membership. The founders, their immediate family, Retaz employees, paid advisors and contractors cannot win.

The official rules are published at retaz.fm/legal/la-chispa-rules/ and govern in every case. The Rules are written in English; if a translation differs, the English text governs.

La Chispa is sponsored and run by Retaz LLC, a West Virginia company in Lewisburg, West Virginia. Apple and Google are not sponsors of La Chispa and are not involved in it in any manner.

Where La Chispa takes place

La Chispa takes place in 136 countries and regions, marked on the map below. Each one can have its own Country Champion. The list under the map is the official list from the La Chispa Rules, at retaz.fm/legal/la-chispa-rules/.



The participating countries and regions, as listed in the La Chispa Rules

Albania	Cyprus	Honduras	Myanmar	Sierra Leone
Angola	Côte d'Ivoire	Iraq	Namibia	Singapore
Anguilla	Democratic Republic of the Congo	Israel	Nauru	Solomon Islands
Antigua and Barbuda	Denmark	Jamaica	Nepal	Somalia
Armenia	Djibouti	Kosovo	New Zealand	South Korea
Aruba	Dominica	Kyrgyzstan	Nicaragua	Sri Lanka
Australia	Dominican Republic	Laos	Niger	Sudan
Azerbaijan	Ecuador	Lebanon	North Macedonia	Suriname
Bahamas	El Salvador	Liberia	Norway	Taiwan
Barbados	Eritrea	Libya	Palau	Tajikistan
Belize	Estonia	Liechtenstein	Panama	Tanzania
Benin	Eswatini	Macao	Papua New Guinea	Thailand
Bermuda	Fiji	Madagascar	Paraguay	Togo
Bhutan	Finland	Malawi	Portugal	Tonga
Bolivia	France	Malaysia	Republic of the Congo	Trinidad and Tobago
Bosnia and Herzegovina	Gabon	Maldives	Rwanda	Turkmenistan
Botswana	Gambia	Mali	Saint Kitts and Nevis	Turks and Caicos Islands
British Virgin Islands	Georgia	Mauritania	Saint Lucia	Uganda
Brunei	Germany	Mauritius	Saint Vincent and the Grenadines	United States
Burkina Faso	Ghana	Mexico	Samoa	Uruguay
Cabo Verde	Gibraltar	Micronesia (Federated States of)	San Marino	Uzbekistan
Cambodia	Grenada	Moldova	Spain	Vanuatu
Cameroon	Guatemala	Monaco	Sweden	Vatican City
Canada	Guinea	Mongolia	São Tomé and Príncipe	Venezuela
Cayman Islands	Guinea-Bissau	Montenegro	Senegal	Yemen
Chad	Guyana	Montserrat	Serbia	Zambia
Comoros	Haiti	Mozambique	Seychelles	Zimbabwe

Fast facts

Name	Retaz	Company	Retaz LLC, Lewisburg, West Virginia, USA
Founders	Sarah Pollock, Co-Founder and Chief Executive Officer. Matt Pollock, Co-Founder and Chief Architect.	Available on	the App Store (iPhone) and Google Play (Android)
Get the app	retaz.fm/app opens the right store for your phone	Languages	200+
Age	18 and older	Cost	free to create and share playlists. Membership is a yearly subscription. Prices for each country: retaz.fm/#pricing
La Chispa	October 17 to November 16, 2026. Winners named December 1, 2026.	Official mascot	Andi, the Retaz PawZador
Website	retaz.fm	Press contact	Sarah Pollock, sarah@retaz.fm

Meet the founders



Sarah Pollock, Co-Founder and Chief Executive Officer

Sarah leads the company's operations and strategy. She has more than ten years of management experience in nonprofits, veterinary care, and animal welfare. She has worked as a practice manager, a program manager, and an intake coordinator for veterans' services. She is also the founder and president of The Rustic Mutt Foundation, a nonprofit for animal welfare. Her work is about building organizations that put people first.



Matt Pollock, Co-Founder and Chief Architect

Matt designs the technology behind Retaz. He is a retired U.S. Air Force colonel. He spent more than twenty years leading teams in logistics, operations, and maintenance, including group command within the famous "Bloody Hundredth." He later worked as a senior product-support analyst in the defense industry. He taught himself to build software, and he now builds the systems and databases at the heart of Retaz.

Meet Andi



Andi

Andi is the official face of Retaz. Her title is PawZador. Her main job is serving as the service dog of Matt, a U.S. disabled veteran, and she does it with focus and care. She is small, curious, and a little cheeky. She sets the tone for the brand: friendly, warm, and grounded. You can follow her travels on TikTok at [@AndiAbroad](https://www.tiktok.com/@AndiAbroad).

Quotes

“The world has always made music together. It just couldn't always understand each other. We built Retaz to close that gap. That's not a feature. That's why we exist.”

Sarah Pollock, Co-Founder and CEO

“Nothing is more human than a curated playlist. In Retaz, every playlist is made by a person. Our launch campaign, La Chispa, lets the world see what people choose.”

Matt Pollock, Co-Founder and Chief Architect

Media assets

- The Retaz logo (wordmark), on light and dark backgrounds
- App screenshots (iPhone and Android)
- Photos of Sarah, Matt, and Andi
- The La Chispa map of the 136 countries and regions
- This media kit, in your language, at retaz.fm

For other requests, email info@retaz.fm.

About Retaz

Retaz is a music app where every playlist is made by a person, not a machine. People build playlists of the songs they love, explain why each one matters, and vote with hearts for the playlists they love most. Retaz works in 200+ languages and connects to the music services people already use. Retaz LLC is based in Lewisburg, West Virginia. Learn more at retaz.fm.

Press contact

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