

MEDIA KIT

# Musica scogi pa hende, den bo idioma

*Cada playlist riba Retaz ta trahá dor di un persona, no dor di un mashin.*

Retaz ta un app di musica pa iPhone y Android. Hendenan ta traha playlistnan di e canticanan cu nan ta stima. Nan ta skirbi un nota cortico cu ta splica pakico cada playlist ta importante. Otro hendenan ta scucha, ta sigui e curadornan cu nan ta confia, y ta vota cu corazon.

Ningun AI ta disidí kico bo ta tende. Hende ta haci esaki.

Retaz ta traha den 200+ idioma. Un playlist trahá na Lagos por yega un oyente na Seoul, y e nota cu ta bini cune por wordo lesá na Coreano.

**17 di october 2026**

**La Chispa ta habri**

Mey'anochi, ora di Este di Merca

**16 di november 2026**

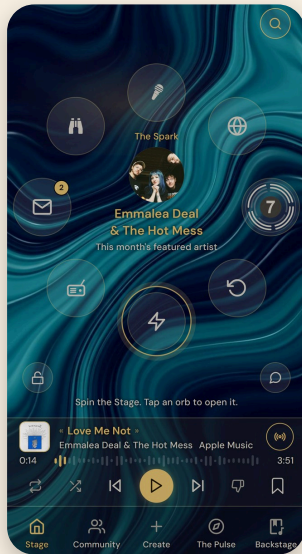
**La Chispa ta sera**

Final di e dia, ora di Este di Merca

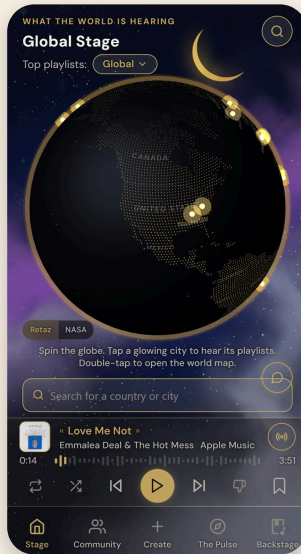
**1 di december 2026**

**Ganadornan nombra**

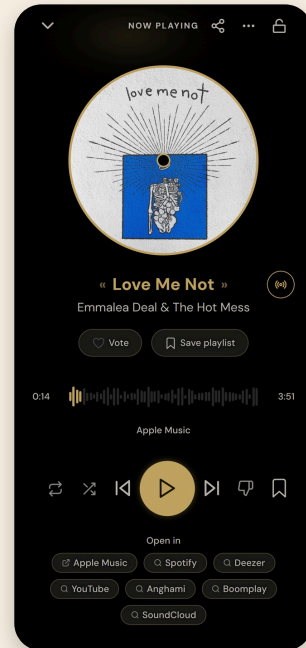
E Campeon Global di La Chispa



E Tarima



Tarima Global



Tocando Awor



Scan pa haya e app, of bay [retaz.fm/app](https://retaz.fm/app)

## E historia den un minuut

Awendia, hopi app ta trata di adivina kico bo kier tende despues. Retaz ta tuma un caminda diferente. Riba Retaz, cada playlist ta cuminsa cu un persona real. E persona ey ta scohe cada cantica personalmente, riba un telefon, y ta pone su nomber riba e playlist.

Retaz ta un compania independiente chikito na Lewisburg, West Virginia. E tabata cuminzá dor di Sarah Pollock y Matt Pollock. For di e prome dia, nan a traha Retaz pa henter mundo, no pa un pais so of un idioma so.

For di October 17 te cu November 16, 2026, Retaz ta organisa La Chispa: un evento di playlist mundial den 136 pais y region. Miembronan ta traha playlist. Miembronan ta vota cu corazon. E playlistnan mas stima ta gana.

## Kico ta haci Retaz diferente

### Hendenan, no mashinnan

Cada playlist ta trahá dor di un persona, riba un telefon. Al ta mantene Retaz honesto y ta papia bo idioma. E nunca ta scohe bo musica, y nunca ta skirbi un playlist.

### Bo idioma

Retaz ta papia bo idioma for di e prome pantaya. Miembronan por lesa comentarionan y mensahenan di otro miembronan den nan propio idioma, for di cualkier di e 200+ idiomanan.

### Corazonnan husto

Un corazon pa suscriptor pa cada playlist. Cada corazon tin e mesun peso. Nada ta cumpra peso adicional.

### E servicionan di musika cu bo ta usa caba

Retaz mes no ta toca audio. Cada cantica tin un preview cortico den e app. Riba iPhone, miembronan por toca canticanan completo via nan propio Apple Music. Riba Android, un tap ta habri e cantica completo den e servicio di musika propio di e miembro. Musika nunca no ta tras di un paywall di Retaz: conecta un servicio y scucha ta traha mescos riba cuentanan gratis y pagá.

### Gratis pa crea y compartí

Cualquier hende por traha un playlist y compartí'e, gratis. Un miembrodat anual ta laga bo duna corazon, comenta, manda mensahe, y lesa loke miembronan ta skirbi den bo idioma.

### Badges

Curadornan ta gana badges pa e playlistnan cu nan ta publica y e corazonnan cu nan playlistnan ta risibi. Cada miembro tin un Paspoort di Badges cu ta muestra cada badge ganá y con cerca nan ta di e siguiente.

### Seguro y pa adultonan

Retaz ta pa hendenan di 18 aña y mas grandi. Miembronan por reportá of blokiá cualquier hende cu un tap, y hendenan real ta revisa reportenan. Miembronan por kita nan cuenta, of download nan datonan, na cualquier momento for di aden di e app.

# La Chispa: e anuncio oficial

*E anuncio oficial di La Chispa aki abou ta duna na Ingles, pasobra e ta contene e divulgacionnan cu e Reglanan oficial ta requirí y e Reglanan ta skirbí na Ingles. E texto na Ingles ta goberna.*

*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.

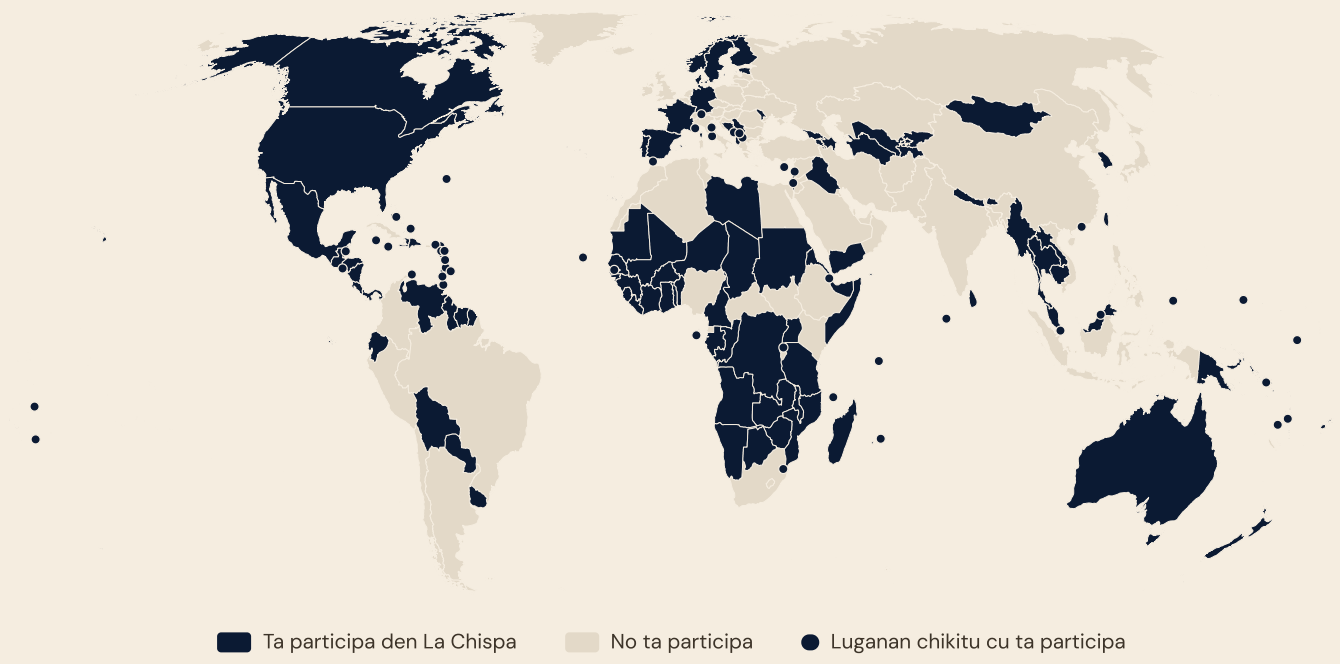
**Integrity.** Hearts are equal. A heart cast in a paid term that is later refunded does not count, unless it was cast before October 15 or inside a Founder's free membership. The founders, their immediate family, Retaz employees, paid advisors and contractors cannot win.

**The official rules** are published at [retaz.fm/legal/la-chispa-rules/](https://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.

# Unda La Chispa ta tuma luga

La Chispa ta tuma luga den 136 pais y region, marcá riba e mapa aki bao. Cada un por tin su propio Kampeon di Pais. E lista bao di e mapa ta e lista oficial for di e Reglanan di La Chispa, na [retaz.fm/legal/la-chispa-rules/](https://retaz.fm/legal/la-chispa-rules/).



## E paisnan y regionnan cu ta participa, manera lista den e Reglanan di La Chispa

|                        |                                  |                                  |                                  |                          |
|------------------------|----------------------------------|----------------------------------|----------------------------------|--------------------------|
| 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                 |

**Factonan rapido**

|                    |                                                                                                              |                           |                                                                                                                                                              |
|--------------------|--------------------------------------------------------------------------------------------------------------|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Number</b>      | Retaz                                                                                                        | <b>Compania</b>           | Retaz LLC, Lewisburg, West Virginia, USA                                                                                                                     |
| <b>Fundadornan</b> | Sarah Pollock, Co-Fundador y Director Ehecutivo Principal. Matt Pollock, Co-Fundador y Arquitecto Principal. | <b>Disponibel riba</b>    | e App Store (iPhone) y Google Play (Android)                                                                                                                 |
| <b>Haya e app</b>  | <a href="https://retaz.fm/app">retaz.fm/app</a> ta habri e tienda corecto pa bo telefon                      | <b>Idiomanan</b>          | 200+                                                                                                                                                         |
| <b>Edad</b>        | 18 anja y mas grandi                                                                                         | <b>Costo</b>              | gratis pa crea y compartí playlistnan. Miembrodat ta un suscripcion anual. Precionan pa cada pais: <a href="https://retaz.fm/#pricing">retaz.fm/#pricing</a> |
| <b>La Chispa</b>   | October 17 te November 16, 2026. Ganadornan anunciá December 1, 2026.                                        | <b>Mascota oficial</b>    | Andi, e Retaz PawZador                                                                                                                                       |
| <b>Website</b>     | <a href="https://retaz.fm">retaz.fm</a>                                                                      | <b>Contacto di prensa</b> | Sarah Pollock, <a href="mailto:sarah@retaz.fm">sarah@retaz.fm</a>                                                                                            |

**Conoce e fundadornan**



**Sarah Pollock, Cofundador y Director Ehecutivo**

Sarah ta dirigi e operacionnan y strategia di e compania. E tin mas di diez año di experiencia di maneho den organizacionnan sin fines di lucro, cuido veterinario, y bienestar di bestia. E a traha como gerente di practica, gerente di programa, y coordinador di intake pa servicionan pa veteranonan. E tambe ta e fundador y presidente di The Rustic Mutt Foundation, un organizacion sin fines di lucro pa bienestar di bestia. Su trabou ta tocante construi organizacionnan cu ta pone hende na prome luga.



**Matt Pollock, Cofundador y Arquitecto Principal**

Matt ta diseña e tecnologia tras di Retaz. E ta un coronel retira di U.S. Air Force. E a pasa mas di binti año dirigiendo equiponan den logistica, operacionnan, y mantencion, incluyendo comando di grupo den e famoso “Bloody Hundredth.” Despues el a traha como analista senior di soporte di producto den e industria di defensa. El a siña su mes pa construi software, y awor e ta construi e sistemanan y base di datonan na e curason di Retaz.

**Conoce Andi**



**Andi**

Andi ta e cara oficial di Retaz. Su titulo ta PawZador. Su trabou principal ta sirbi como e cacho di servicio di Matt, un veterano discapacita di Merca, y e ta haci esaki cu enfoke y cuido. E ta chikita, curiosa, y un poco atrevida. E ta pone e tono pa e marca: amigabel, calido, y firma. Bo por sigui su biahanan riba TikTok na [@AndiAbroad](https://www.tiktok.com/@AndiAbroad).

## Citacionnan

*“E mundo semper a haci musica hunto. E simplemente no semper por a compronde otro. Nos a construi Retaz pa sera e brecha. Esey no ta un funcion. Esey ta pakico nos ta existi.”*

Sarah Pollock, Cofundador y CEO

*“Nada ta mas humano cu un playlist curá. Den Retaz, cada playlist ta trahá dor di un persona. Nos campaña di lanzamiento, La Chispa, ta laga e mundo mira kico hende ta scohe.”*

Matt Pollock, Cofundador y Arquitecto Principal

## Recursonan di media

- E logo di Retaz (wordmark), riba fondo cla y scur
- Screenshot di e app (iPhone y Android)
- Fotonan di Sarah, Matt, y Andi
- E mapa di La Chispa di e 136 paisnan y regionnan
- E media kit aki, den bo idioma, na [retaz.fm](https://retaz.fm)

Pa otro peticionnan, manda email na [info@retaz.fm](mailto:info@retaz.fm).

## Tocante Retaz

Retaz ta un app di musica unda cada playlist ta traha dor di un persona, no dor di un mashin. Hende ta construi playlist di e canticanan cu nan ta stima, ta splica pakico cada un ta importa, y ta vota cu corazon pa e playlistnan cu nan ta stima mas. Retaz ta funciona den 200+ idioma y ta conecta cu e servicionan di musica cu hende ya ta usa. Retaz LLC ta basa na Lewisburg, West Virginia. Siñá mas na [retaz.fm](https://retaz.fm).

## Contacto di prensa

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