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Gyms Are Open, but Parks
Provide an Additional Option

Top 6 reasons to work out OUTSIDE

Lifting weights, burning calories, endorphins pumping. Monthly fees, stuffy rooms, people on the machine next to you, unsure if the previous user disinfected the equipment after they finished. What are we talking about? – gyms and they reopened this week across our region. If you're not quite comfortable hitting the gym again yet, there's another way to get healthy and stay active. Consider your parks!

Parks are a great way to get outside, get active and see results without going to the gym. What's even better is that you may even save money and get some added mental benefits. Here's our top 6 reasons to choose working out OUTSIDE:

Saves you money – a lot of your local parks are free to access, but if you're looking for even more options,



your Huron-Clinton Metroparks have the solution. There are 13 unique parks across five counties with thousands of acres of opportunities to explore. For just \$40 you can get an annual pass and access all 13 parks all calendar year. That's about the same as a single month at most gyms.

Takes the mundane out of your routine – Instead of doing the same circuit of reps on equipment, you can plan your week's routine around biking for your legs, paddling for your arms, stretches and breathing in the grass for your core and then yoga by the lake to cool down – or whatever mix of activities you prefer. You can even consider adding golf, swimming or trail running to your schedule to switch it up.

Challenging terrain – whether you're hiking, biking, running, walking or roller blading, parks - like your Metroparks - provide miles of trails with a variety of trail surfaces and changing elevations. From easy, smooth and relatively flat to steep inclines and challenging turns, your workouts can be as easy or as difficult as you choose.

Outdoor equipment adds variety – Some parks even have fitness trails with outdoor equipment stations along the way. These stations encourage you to do pull ups and a variety of other exercises in between sprints of running,

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Detroit-Native & Former Record Exec Launches New Music Streaming & Analytics App Deepr®

By Kai McDaniel

Detroit-native and former Motown Records Business and Legal Affairs Executive Darrell Thompson is shaking up the music tech industry as co-founder & COO of the music data company, Deepr®. It is a Black-owned tech start-up that has developed a music discovery app for consumers and a data insights platform for creators, the music industry, and the film and television industry.

Like Shazam, the Deepr® app utilizes audio recognition and manual search inputs to provide everything you could know about who was involved in making the songs you enjoy. If you've ever been curious to know why that song on the radio sounds so familiar or if you're an artist looking to find the best background vocalists or musicians to help you take your song to the next level, then Deepr® is your answer. The app shares the full interac-

tive credit data behind the music: listing songwriters, producers, featured artists, background singers, samples, etc. A consumer can quickly go deeper and click on any of the creator's names and direct Deepr® to generate a playlist in seconds based on their selections. Apple Music, Spotify Premium, and YouTube users can quickly sync their accounts to explore their discoveries with Deepr's simple, clean, and user-friendly interface.

Darrell Thompson says, "As a Co-Founder of Deepr, I am most excited about seeing the underrepresented creators behind the songs that we all listen to get the notoriety they deserve. And, I know that we have something of value when I watch the reaction of a first time user of the app go "Wow! I never knew....." While the app is geared for consumers, it's the back-end data analytics valuable to the music industry and beyond.

Now more than ever, data is king to

predict tomorrow's hits. Deepr's SaaS product offers businesses like record labels and film and television music supervisors the insights into why one song became a top-charting hit, while another didn't. Deepr® has found common ground between providing a space for consumers to make music discoveries and curating a data-driven insights product.

Darrell's co-founder & CEO, Austin Webster, has Detroit ties as well. His grandfather, Allen "Jocko" Hughes, is the former third deputy chief of Detroit police and former executive director of team relations for the Detroit Lions. To date, the start-up has raised \$300k in pre-seed funding and is seeking \$1.7m to spur further growth. With Thompson's 30 years of experience in the music industry with past and current clients, including the likes of Jay Z, The Black Eyed Peas, En Vogue, and Detroit's own The Clark Sisters, Deepr® is well-positioned for success.