

# Spine.cx mentioned in the Halifax Herald

In case you hadn't caught it, [Spine.cx](#) was mentioned in the Halifax Herald a couple of days ago. I'm wouldn't be surprised if you didn't catch it; it was quite inconspicuous. It was only after it was pointed out to me by [Brent](#) that I saw it myself.

Anyway, it looks as though they were looking for confirmation of public opinion for their story on [musicians licensing their music for ads](#), and they googled something and found [my previous blog post about hearing Joel Plasket in a Zellers ad](#). They then shamelessly stole the text without so much as a link back here or a nod to the original poster ([Keely](#)).

I maintain that I posted that a full **5 months** before it showed up in the Herald. I'm on the fucking ball, you all know it :)

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