



## **KRYS COPELAND**

From the very first moment I met her, like most, she commanded attention and could work a room like none I had seen before, or since. Kristina A. Copeland, known to her professional colleagues as Krys “The Boss” Copeland, has gone on to be with the Lord.

Krys was my sister and friend. She adored her Savior-Jesus Christ. She tried tirelessly to follow every letter of the Word of God. She sought Him continually through daily devotion and study for His guidance. She was deeply concerned that she not make a wrong decision. Krys loved and respected her family and went to great lengths to be a great example, please each of them, and give them the very best she could.

Krys was by no means a perfect person, but she strived for perfection with every thought, word, and deed. She was a consummate professional and wanted so much to change young people’s lives for the better through music. Having had so many successes in the secular music world, she wanted to see a significant change take place and God’s name be glorified in music. She was committed to bringing her faith and belief in Christ to the secular world she had long left behind. By many accounts she was successful in achieving that through efforts such as “Battleground”, “Fusion Magazine”, and “The Cartel”, not to mention the countless artists she worked with in her short time here in Atlanta.

I am proud to have walked so closely with Krys, she was a loyal friend to me. I was impressed by her level of excellence in every thing she attempted. She believed God for her complete healing and now she has it, resting safely in His Arms!

Because of her impact on my life; my husband, family, and I have all decided to call a scholarship fund of our newly named non-profit, Urban Gospel Alliance Community Development Corporation, “The Krys Copeland Scholarship of Music Excellence & Professionalism”, in her honor. She and her many contributions will never be forgotten.

My Sister will be sorely missed by so many who loved and respected her. Rest on Krys!

Always Your Sister In Christ,

Ursula D. Edwards,  
CEO & President  
Urban Gospel Alliance International, Inc.

## Krys Copeland-Biography

In the fast-paced environment of entertainment media, Krys Copeland has emerged as a leader in defining urban culture – embarking on an ambitious strategy to bring focus to America’s fastest growing consumer segment: our youth. Under Copeland’s esteemed leadership, 3:16 Media Group (formerly BOSS Media Group) has clearly emerged as an influential marketing and communications firm and a dominant force in urban entertainment. A skilled professional with nearly 15 years in the music industry – specializing in event planning, lifestyle marketing, publicity and promotions – Copeland is well regarded among recording artists, industry executives and veterans in the business of music.

Copeland has personally directed the company’s incredible growth over the past 10 years, evolving from an online magazine to a communications network spanning radio, television and the World Wide Web! She has worked with a number of national recording artists, record labels and celebrities during this tenure, including: Angie Stone, Jay-Z, Mary J. Blige, Paula Campbell, Alicia Keys, Sean “Puffy” Combs, Lil Kim, Island Def Jam, Warner Brothers, Atlantic Records, J Records, Jive Records, Bad Boy Entertainment, Universal Music Group, Sony Records, Epic/Columbia, and Violator Records, to name a few.

In 2004, Copeland accepted God’s call on her life – vowing to use her time, talent, experience and resources to advance the Kingdom by any means available. The company was restructured and renamed 3:16 Media Group, a subsidiary of 3:16 Worldwide Inc. BOSS Magazine was retired and the company launched Fusion Magazine – an equally edgy, faith-based publication. Power 100 was expanded, and several other product lines were added to the fold: Spirit of Faith (a self-empowerment/support group for women in crisis); Trinity Publishing Group (distributor of Power Moves magazine, the official publication of Power 100), The Cartel (faith-based youth ministry and community service organization), and her latest endeavor, Battleground, a monthly showcase of new artists and emerging acts, hosted at key venues in and around Atlanta.