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NEW POP ANTHEM "LET AI DO IT" CAPTURES THE SPIRIT OF THE AI REVOLUTION IN A SONG ANYONE CAN SING

Radio veteran Mike Lamb & the Group Prosperity release feel-good pop track tailor-made for the moment AI went mainstream

Mesa, Arizona — June 12, 2026 — Just when the world needed a soundtrack for the AI age, radio veteran Mike Lamb and his virtual creative project The Group Prosperity have delivered one. Their debut single, **"Let AI Do It,"** is a bouncy, irresistibly catchy pop track that speaks to anyone who has ever had more ideas than time — and discovered that technology just might be the answer.

From the opening lines — a logo stuck in your head, a book unfinished by the bed, a website collecting dust — the song zeroes in on the universal frustration of creative ambition bottlenecked by bandwidth. The chorus delivers the payoff with a hook that's as practical as it is catchy: give it a prompt and watch it get to it. The message isn't about replacing human creativity. It's about unleashing it.

"You bring the vision, you bring the spark — AI helps you light it up and leave your mark." That line really is the heart of the song. I wanted to write something that made people feel excited about what's possible, not afraid of it.

— Mike Lamb

The timing could not be more on point. Artificial intelligence is the defining topic of the era, and "Let AI Do It" is positioned to be the song that makes it feel human. With natural appeal to entrepreneurs, content creators, marketers, and everyday listeners navigating a rapidly changing world, the track is drawing early attention from internet radio programmers and music directors alike.

Lamb brings a rare perspective to the project. He spent decades in the radio industry learning firsthand what connects with listeners and what programmers are looking for. "Let AI Do It" was written with that insight baked in — a tight structure, a memorable hook, and a universal theme that crosses demographic lines.

"Let AI Do It" by Mike Lamb & the Group Prosperity is available now on **Spotify, Apple Music, Amazon Music**, and all major streaming platforms. Visit www.thegroupprosperity.com for more information.

ABOUT MIKE LAMB & THE GROUP PROSPERITY

Mike Lamb — previously known on-air as Shotgun Mark Rivers — is a radio industry veteran whose experience gives him a unique ear for what resonates with audiences. the Group Prosperity is his creative vehicle — a virtual ensemble concept built around the idea that collaboration, technology, and human creativity can produce something greater than the sum of its parts. "Let AI Do It" is their debut release.

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